

# KTVA-TV

## ANNUAL EEO PUBLIC FILE REPORT

Placed on September 21, 2010

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 September 21, 2009 to and including September 20, 2010.**

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 station should contact us and request to be included on our employment opportunity notification list. Organizations can make such request by mail to 1007 W 32nd Ave., Anchorage, AK 99503; fax 907-646-2188, or e-mail [ssinclair@ktva.com](mailto:ssinclair@ktva.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 representatives to whom notifications should be sent.

**Appendix 1  
EEO Public File Report Form**

Covering the Period from September 21, 2009 to and including  
September 20, 2010

Station(s) Comprising Station Employment Unit: **KTVA-TV**  
Section 1: Vacancy Information

**EEO PUBLIC FILE REPORT**

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline

**A. Full-Time Vacancies Filled During Past Year**

1. Job Title:	Account Executive	Date Filled:	11/9/09
2. Job Title:	Web Content Producer	Date Filled:	9/9/09
3. Job Title:	Online Sales Specialist	Date Filled:	10/9/09
4. Job Title:	Web Content Producer	Date Filled:	3/15/10
5. Job Title:	Reporter	Date Filled:	6/9/10
6. Job Title:	Producer/Editor/Photojournalist	Date Filled:	9/8/10
7. Job Title:	Account Executive	Date Filled:	9/20/10

Total Number of Persons Interviewed During Applicable Period: 33

**EEO JOB VACANCY SUMMARY FORM**

**1**      **Job Title: Account Executive**      **Date Filled:**      **11/9/09**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		3
Anchorage HelpWanted.com		1
Anchorage Job Center		
Calista Corp Job Placement		
Craigslist.com	1	2
Elmendorf Career Assistance		
Employee Referral		
King Career Center		
KTVA Bulletin Board		
KTVA.com		
Medialine		
NAACP		
Nine Star Employment Services		
Ohio/Illinois Centers for Broadcasting		
Opti Staffing		
Personnel Plus		
State of Alaska Div of Voc Rehab		
Washington Vocational Services		
YWCA		

**2**      **Job Title: Web Content Producer**      **Date Filled:**      **9/9/09**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
AnchorageHelpWanted.com	1	2
Anchorage Job Center		
Calista Corp Job Placement		
Craigslist.com		1
Elmendorf Career Assistance		
Employee Referral		
King Career Center		
KTVA Bulletin Board		
KTVA.com		1
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Opti Staffing		
Personnel Plus		
State of Alaska Div of Voc Rehab		
TVJobs.com		
University of Alaska		

Washington Vocational Services  
YWCA

**3** Job Title: **Online Sales Specialist** Date Filled: **10/9/09**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		1
AnchorageHelpWanted.com		
Anchorage Job Center		
Calista Corp Job Placement		
Career Builder.com		1
Craigslist.com		
Elmendorf Career Assistance		
Employee Referral		
King Career Center		
KTVA Bulletin Board		
KTVA.com		
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Opti Staffing		
Other – referral by a friend	1	1
Personnel Plus		
State of Alaska Div of Voc Rehab		
The Vocation Connection		
TVJobs.com		
University of Alaska		
Washington Vocational Services		
YWCA		

**4** Job Title: **Web Content Producer** Date Filled: **3/15/10**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		1
Calista Corp Job Placement		
Career Builder		
Craigslist.com		1
Elmendorf Career Assistance		
Employee Referral		1
King Career Center		
KTVA Bulletin Board		
KTVA.com	1	1
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Opti Staffing		
Personnel Plus		

State of Alaska Div of Voc Rehab  
 The Vocation Connection  
 TVJobs.com  
 University of Alaska  
 Washington Vocational Services  
 YWCA

**5 Job Title: Reporter Date Filled: 6/9/10**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Alaska Department of Labor		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Craigslist.com		
Elmendorf Career Assistance		
Employee Referral		1
King Career Center		
KTVA Bulletin Board		
KTVA.com	1	1
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Ohio/Illinois Centers for Broadcasting		
Opti Staffing		
Personnel Plus		
State of Alaska Div of Voc Rehab		
The Vocation Connection		
TVJobs.com		4
University of Alaska		
Washington Vocational Services		
YWCA		

**6 Job Title: Producer/Editor/Photojournalist Date Filled: 9/8/10**

**B. Recruitment/Referral Sources**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Alaska Department of Labor		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Craigslist.com	1	4
Elmendorf Career Assistance		
Employee Referral		
Harpoon Construction Group HR		
King Career Center		
KTVA Bulletin Board		
KTVA.com		

Medialine  
 MediaNews Group.com  
 NAACP  
 Nine Star Employment Services  
 Opti Staffing  
 Personnel Plus  
 State of Alaska Div of Voc Rehab  
 The Vocation Connection  
 TVJobs.com  
 University of Alaska  
 Washington Vocational Services  
 YWCA  
 x

**7 Job Title: Account Executive**  
**B. Recruitment/Referral Sources**

**Date Filled: 9/20/10**

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		1
AnchorageHelpWanted.com		1
Calista Corp Job Placement		
Craigslist.com		
Elmendorf Career Assistance		
Employee Referral		2
Harpoon Construction Group HR		
King Career Center		
KTVA Bulletin Board		
KTVA.com	1	2
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Opti Staffing		
Personnel Plus		
State of Alaska Div of Voc Rehab		
The Vocation Connection		
TVJobs.com		
University of Alaska		
Washington Vocational Services		
YWCA		
x		

## Appendix 2

### EEO Public File Report Form

**The information contained in this Report covers the time period beginning September 21, 2009 to and including September 20, 2010.**

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

## Section 2: Recruitment Source / Contact Information

### Recruitment Source Listing Contact Information

Source	Contact	# Interviewees This Period
Alaska Broadcasters Association PO Box 102424 Anchorage, AK 99510	Darlene Simono Phone: 258-2424 Fax:258-2414 <a href="mailto:akba@gci.net">akba@gci.net</a>	
Anchorage Daily News 1001 Northway Drive Anchorage, AK 99508	Trisha Phone: 257-4284 Fax: 279-8170 <a href="mailto:tmarsh@adn.com">tmarsh@adn.com</a>	4
Anchorage Help Wanted . Com	<a href="http://www.anchoragehelpwanted.com">www.anchoragehelpwanted.com</a>	4
Anchorage Job Center 3301 Eagle St. Anchorage, AK 99504	Phone: 269-4777 Fax: 269-4819 <a href="http://www.jobs.state.ak.us">www.jobs.state.ak.us</a>	2
Calista Corp. Job Placement 301 Calista Ct., Suite A Anchorage, AK 99518-3028	Heather Spear Phone: 644-6311 Fax: 272-5060 <a href="mailto:hspear@calistacorp.com">hspear@calistacorp.com</a>	
Career Builders	Darlene Simono Phone: 258-2424 Fax:258-2414 <a href="mailto:akba@gci.net">akba@gci.net</a>	1
Craigslist.com website	<a href="http://www.craigslist.com">www.craigslist.com</a>	8
Elmendorf Career Assistance Elmendorf AFB Elmendorf, AK	Mike Lemaître Phone: 552-3872 Fax: 552-2677 <a href="mailto:michael.lemaitre@elmendorf.af.mil">michael.lemaitre@elmendorf.af.mil</a>	
Employee Referral		4
King Career Center 2650 E. Northern Lights Anchorage, AK 99508	Dean Vogt Phone: 240-1684 <a href="mailto:vogt_dean@asdk12.org">vogt_dean@asdk12.org</a>	

KTVA bulletin board	Cyd Terhune, Program Manager	
KTVA.com	John Berglin, MIS Manager	5
Medialine PO Box 51909 Pacific Grove, CA 93950	Mark Shilstone <u>(800) 237-8073</u> mark@medialine.com http://www.medialine.com	
Media News Group	<u>www.medianewsgroup.com</u>	
NAACP 325 E. 3 <sup>rd</sup> Ave Anchorage, AK 99501	Rev. Dr. William Greene Phone: 272-8717 Fax: 222-0907 <u>naacp@alaska.net</u>	
Nine Star Employment Services 125 W 5 <sup>th</sup> Avenue Anchorage, AK 99501	Phone: 269-6550 Phone: 279-7827	
Ohio/Illinois Centers for Broadcasting 9000 Sweet Valley Dr Valley View OH 44125	Gary James, National Director of Placement gary@beonair.com	
Opti Staffing Group 2550 Denali St Suite 715 Anchorage AK 99503	Phone: 677-9675	
Personnel Plus 3335 Arctic Blvd., Suite 200 Anchorage, AK 99503	Patty Miller Phone: 563-7587 <u>perplus@alaska.net</u>	
State of AK Division of Vocational Rehab 3600 Bragaw Anchorage, AK 99508	Gloria Lewellyn Phone: 269-2071 <u>gloria_lewellyn@labor.state.ak.us</u>	
The Vocation Connection	<u>nathan@vocationconnection.com</u>	
TVjobs.com web site	Mark Holloway <u>www.tvjobs.com</u>	4
UAA Journalism & Public Communications Dept. 3211 Providence Dr. Anchorage, AK 99508-8279	Audrey Jo Foster Phone: 786-4180 Fax:786-4190 <u>anajf@uaa.alaska.edu</u>	
Washington Vocational Services 4050 Lake Otis Pkwy, Suite 103 Anchorage, AK 99508	Lynne Sauve Phone: 562-7017 <u>Lynnes@wvs.org</u>	
YWCA 324 E 5th Anchorage, AK 99501	Gloria Bennett Phone: 644-9600 <u>gbennett@ywcaak.org</u>	

Other-referred by friend

1

Unknown Source

### Appendix 3

## EEO Public File Report Form

**The information contained in this Report covers the time period beginning September 21, 2009 to and including September 20, 2010.**

**Station(s) comprising station employment unit: KTVA  
Section 3: Supplemental (non-vacancy specific) recruitment activities**

Menu Option	Activities
#7: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	Participation in the 2010 Linda Simmons Memorial Scholarship.
#8: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	As a matter of course, employees in all departments are consistently trained to acquire the skills necessary to qualify them for higher-level positions. This course of training resulted in 5 in-house promotions during this reporting period.
#10: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	KTVA-TV has standing offers to all area schools, elementary, high school, career center, university and community organizations to tour our station and to watch the behind the scenes operations, including staff question and answer sessions, and observing a newscast in the studio. During this reporting period KTVA conducted 4 tours.
#14: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	September 2010: Supervisor training conducted by Jerry Bever, General Manager. Training included roundtable discussion of benefits of organization diversity, newsroom / story example discussion and Q&A.
#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 and on-line announcement.</li> <li>• "Careers in Broadcasting" brochure produced by the Alaska Broadcasters Association on display for pick up in common station areas.</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.