

KTVA-TV

ANNUAL EEO PUBLIC FILE REPORT

Placed on September 21, 2011

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, 2010 to and including September 20, 2011.

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 . 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, 2010 to and including
September 20, 2011

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:	Managing Editor	Date Filled:	10/19/10
2. Job Title:	Morning Meteorologist	Date Filled:	10/25/10
3. Job Title:	Photojournalist	Date Filled:	10/13/10
4. Job Title:	Photojournalist	Date Filled:	1/21/11
5. Job Title:	Account Executive	Date Filled:	12/1/10
6. Job Title:	Accounting Assistant	Date Filled:	12/8/10
7. Job Title:	Producer	Date Filled:	12/27/10
8. Job Title:	Morning Anchor/Producer	Date Filled:	5/2/11
9. Job Title:	Reporter	Date Filled:	4/12/11
10. Job Title:	Chief Photographer	Date Filled:	5/31/11
11. Job Title:	Assistant Chief Photographer	Date Filled:	6/20/11
12. Job Title:	Account Executive	Date Filled:	9/6/11

Total Number of Persons Interviewed During Applicable Period: 53

EEO JOB VACANCY SUMMARY FORM

1 Job Title: **Managing Editor** Date Filled: **10/19/10**

B. Recruitment/Referral Sources

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

2 Job Title: **Morning Meteorologist** Date Filled: **10/25/10**

B. Recruitment/Referral Sources

**This list reconstructed from email in previous job opening. Original email source document lost.*

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		1
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com		
Elmendorf Career Assistance		
Harpoon Construction Group Inc, HR		
King Career Center		
KTVA Bulletin Board		
KTVA.com		
Medialine		
NAACP		
Nine Star Employment Services		
Opti Staffing		

Personnel Plus
 State of Alaska Div of Voc Rehab
 State of Alaska Dept of Labor
 The Vocation Connection
 TVJobs.com
 University of Alaska Career Services
 Washington Vocational Services
 YWCA

1

2

3 Job Title: Photojournalist Date Filled: 10/13/09

B. Recruitment/Referral Sources		
Source	Referred Person Hired?	Referred Persons Interviewed #

Alaska Broadcasters Association
 Anchorage Daily News
 AnchorageHelpWanted.com
 Anchorage Job Center
 Calista Corp Job Placement
 Career Page
 Craigslist.com
 Elmendorf Career Assistance
 Harpoon Construction Group Inc, HR
 King Career Center
 KTVA Bulletin Board
 KTVA.com
 Medialine
 MediaNews Group.com
 NAACP
 Nine Star Employment Services
 Opti Staffing
 Other – referral by a friend
 Personnel Plus
 State of Alaska Div of Voc Rehab
 State of Alaska Dept of Labor
 The Vocation Connection
 TVJobs.com
 University of Alaska
 Washington Vocational Services
 YWCA

1

3

4 Job Title: Photojournalist Date Filled: 1/21/11

B. Recruitment/Referral Sources		
Source	Referred Person Hired?	Referred Persons Interviewed #

Alaska Broadcasters Association
 Anchorage Daily News
 Anchorage Job Center
 Calista Corp Job Placement
 Career Builder
 Craigslist.com
 Elmendorf Career Assistance
 Harpoon Construction Group Inc, HR
 King Career Center
 KTVA Bulletin Board

KTVA.com		3
Medialine		
MediaNews Group.com		
NAACP		
Nine Star Employment Services		
Opti Staffing		
Personnel Plus		
State of Alaska Div of Voc Rehab		
State of Alaska Dept of Labor		
The Vocation Connection		
TVJobs.com		
University of Alaska		
Washington Vocational Services		
YWCA		
Other – referral by employee	1	2

5 Job Title: Account Executive Date Filled: 12/1/10

B. Recruitment/Referral Sources

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		1
Anchorage Job Center		
Calista Corp Job Placement		
Career Builder (ADN online)		2
Career Page		
Craigslist.com		
Elmendorf Career Assistance		
Employee Referral	1	1
Harpoon Construction Group Inc, HR		
King Career Center		
KTVA Bulletin Board		
KTVA.com		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		
State of Alaska Dept of Labor		
The Vocation Connection		
TVJobs.com		
University of Alaska		
Washington Vocational Services		
YWCA		
Other - unknown		1

6 Job Title: Accounting Assistant Date Filled: 12/8/10

B. Recruitment/Referral Sources

Referred Referred Persons

Source	Person Hired?	Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com	1	7
Elmendorf Career Assistance		
Employee Referral		2
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		
State of Alaska Dept of Labor		1
The Vocation Connection		
TVJobs.com		
University of Alaska		
Washington Vocational Services		
YWCA		

7 Job Title: Producer Date Filled: 12/27/10

B. Recruitment/Referral Sources

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com		
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		
State of Alaska Dept of Labor		
The Vocation Connection		

TVJobs.com	1	4
University of Alaska		
Washington Vocational Services		
YWCA		

8 Job Title: Morning Anchor/Producer Date Filled: 5/2/11

B. Recruitment/Referral Sources

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com		
Elmendorf Career Assistance		
Harpoon Construction Group HR		
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		
State of Alaska Dept of Labor		
The Vocation Connection		
TVJobs.com		3
University of Alaska		
Washington Vocational Services		
YWCA		

9 Job Title: Reporter Date Filled: 4/12/11

B. Recruitment/Referral Sources

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com		
Elmendorf Career Assistance		
Harpoon Construction Group HR		
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
 State of Alaska Dept of Labor
 The Vocation Connection
 TVJobs.com
 University of Alaska
 Washington Vocational Services
 YWCA

3

10 Job Title: Chief Photographer Date Filled: 5/31/11

B. Recruitment/Referral Sources

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

11 Job Title: Assistant Chief Photographer Date Filled: 6/20/11

B. Recruitment/Referral Sources

Source	Referred Person Hired?	Referred Persons Interviewed #
Alaska Broadcasters Association		
Anchorage Daily News		
Anchorage Job Center		
Calista Corp Job Placement		
Career Page		
Craigslist.com		
Elmendorf Career Assistance		
Harpoon Construction Group HR		
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		
	State of Alaska Dept of Labor		
	The Vocation Connection		
	TVJobs.com		1
	University of Alaska		
	Washington Vocational Services		
	YWCA		
12	Job Title: Account Executive	Date Filled:	9/5/11
B.	Recruitment/Referral Sources		
	Source	Referred Person Hired?	Referred Persons Interviewed #
	Alaska Broadcasters Association		
	Anchorage Daily News		1
	Anchorage Help Wanted.com	1	1
	Anchorage Job Center		
	Calista Corp Job Placement		
	Career Page		
	Craigslist.com		
	Elmendorf Career Assistance		
	Employee Referrals		3
	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		
	State of Alaska Dept of Labor		
	The Vocation Connection		
	TVJobs.com		
	University of Alaska		
	Washington Vocational Services		
	YWCA		

Appendix 2

EEO Public File Report Form

The information contained in this Report covers the time period beginning September 21, 2010 to and including September 20, 2011.

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 akba@gci.net	1
Anchorage Daily News 1001 Northway Drive Anchorage, AK 99508	Robin Copeland Phone: 257-4284 Fax: 279-8170 rcopeland@adn.com	1
Anchorage Daily News/Career Builder	Robin Copeland Phone: 257-4284 Fax: 279-8170 rcopeland@adn.com	3
Anchorage Help Wanted . Com	www.anchoragehelpwanted.com	1
Anchorage Job Center (AK DOL) 3301 Eagle St. Anchorage, AK 99504	Phone: 269-4777 Fax: 269-4819 www.jobs.state.ak.us	1
Calista Corp. Job Placement 301 Calista Ct., Suite A Anchorage, AK 99518-3028	Heather Spear Phone: 644-6311 Fax: 272-5060 hspear@calistacorp.com	
Career Page	Darlene Simono Phone: 258-2424 Fax:258-2414 akba@gci.net	
Craigslist.com website	www.craigslist.com	7
Elmendorf Career Assistance Elmendorf AFB Elmendorf, AK	Mike Lemaître Phone: 552-3872 Fax: 552-2677 michael.lemaitre@elmendorf.af.mil	

Harpoon Construction Group Inc, HR

Molly Hopson
Phone: (907) 677-5267
Molly.Hopson@ukpik.com

King Career Center
2650 E. Northern Lights
Anchorage, AK 99508

Dean Vogt
Phone: 240-1684
vogt_dean@asdk12.org

KTVA bulletin board

Cyd Terhune, Program Manager

KTVA.com

John Berglin, MIS Manager 14

Medialine
PO Box 51909
Pacific Grove, CA 93950

Mark Shilstone
[\(800\) 237-8073](tel:(800)237-8073)
mark@medialine.com
<http://www.medialine.com>

Media News Group

www.medianewsgroup.com

NAACP
325 E. 3rd Ave
Anchorage, AK 99501

Rev. Dr. William Greene
Phone: 272-8717 Fax: 222-0907
naacp@alaska.net

Nine Star Employment Services
125 W 5th Avenue
Anchorage, AK 99501

Phone: 269-6550
Phone: 279-7827

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
perplus@alaska.net

State of AK Division of Vocational Rehab
3600 Bragaw
Anchorage, AK 99508

Gloria Lewellyn
Phone: 269-2071
gloria_lewellyn@labor.state.ak.us

The Vocation Connection

nathan@vocationconnection.com

TVjobs.com web site

Mark Holloway 16
www.tvjobs.com

UAA Journalism & Public Communications Dept.
3211 Providence Dr.
Anchorage, AK 99508-8279

Audrey Jo Foster
Phone: 786-4180 Fax:786-4190
anajf@uaa.alaska.edu

Washington Vocational Services
4050 Lake Otis Pkwy, Suite 103
Anchorage, AK 99508

Lynne Sauve
Phone: 562-7017
Lynnes@wvs.org

YWCA
324 E 5th
Anchorage, AK 99501

Gloria Bennett
Phone: 644-9600
gbennett@ywcaak.org

Other-referred by employee

8

Unknown Source

1

Appendix 3

EEO Public File Report Form

The information contained in this Report covers the time period beginning September 21, 2010 to and including September 20, 2011.

**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 2011 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.
#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 10 tours.
#14: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	September 2011: 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"> • All vacant positions are disseminated within the community using our list of recruitment resources. • Mirror Lake Middle School Business Partnership. • EEO / Employment on-air and on-line announcement. • "Careers in Broadcasting" brochure produced by the Alaska Broadcasters Association on display for pick up in common station areas.

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.