



EEO PUBLIC FILE REPORT

A. Employment Unit Covered

KIFI-TV

B. Reporting Period

June 1, 2011 – May 31, 2012

**C. Full-Time Vacancies Filled / Recruitment & Referral Sources / Number of Interviewees/
Date Filled**

Job Title	Hire Source	Total Number of Interviewees	Date Filled
News Producer	TVJobs.com	4	06/06/2011
General Assignment Reporter	TVJobs.com	5	06/20/2011
Account Executive	Employee Referral	6	07/29/2011
Multi-media Journalist/Videographer	Localnews8.com	3	08/15/2011
General Assignment Reporter	Employee Referral	4	08/29/2011
General Assignment Reporter	TV Jobs.com	2	10/17/2011
General Assignment Reporter	TV Jobs.com	2	02/13/2012
National Sales Coordinator	Employee Referral	2	20/20/2011
Executive Producer	Internal Promotion	1	11/01/2011
Assignment Editor	Locanews8.com	1	11/16/2011
Morning & Noon Anchor/Producer	Internal Promotion	3	12/12/2011
Digital Content Director	Localnews8.com	2	12/12/2011
Account Executive	Employee Referral	10	03/19/2012
Morning & Noon Anchor/Producer	TV Jobs.com	1	03/19/2012
Integrated Media Specialist	Employee Referral	8	11/30/2011
Integrated Media Specialist	Internal Promotion	1	05/07/2012
News Producer	Internal Promotion	2	05/07/2012
Weekend Weather Anchor/Reporter	TV Jobs.com	2	05/14/2012
Account Executive	Idaho State Journal	8	05/30/2012

Total Number of Persons Interviewed for all Full-Time Vacancies during Reporting Period: 67

Recruitment / Referral Sources Form

Name of Organization	Contact Person	E-Mail Address/Web Address	Fax Number	Phone Number
Bucks, Investments, LLC	Kerry Buxton	bucks@silverstar.com	208-354-2710	208-354-2710
BYU - Idaho	Posted On Line	byui.edu/studentemployment/		
BYU -Provo	Posted On Line	Scott_greenhalgh@byu.edu		
Bonneville High School	Mr. Phillips	phillipa@d93.k12.id.us	525-4406	Journalism class
Broadcast Engineering	Susan Schaefer	Julie.dahlstrom@penton.com		312-840-8436
Center for New Directions ISU	Judy McClanahan	cnd@isu.edu	282-5160	282-2454
Crain Communication Inc.	Marc Abrams	classifieds@tvweek.com	323-658-6174	323-370-2415
Eastern Idaho Technical College	Jason Meldrum	jmeldrum@eitc.edu	524-3007	524-3000
Hillcrest High School	Curt Thomas	thomasc@d93.k12.id.us	525-4429	Media Class & Electronics
ID Div. of Vocational Rehabilitation	Robert Vose	rvose@vr.idaho.gov	356-4207	356-4190
ID Div. of Vocational Rehabilitation	Toni Ziegler	tziegler@vr.idaho.gov	525-7104	525-7149
Idaho Commerce & Labor	Michael Hill	idahofallsmail@labor.idaho.gov	525-7268	557-2500 x3557
Idaho Falls High School	Miles Hurley	hurlmile@d91.k12.id.us	525-7740	Media Class
Idaho Migrant Council	Rebecca Cortez	rcortez@imcmail.org	524-9176	524-0980
Idaho State Journal				
Intelligent Employment Solutions	Brittany Sherman	Brittanys@employ-solutions.com		552-4775 or 406-1494
ISU (new adress to anyone)		iftest@isu.edu	282-7755	282-7800
ISU	Tom Hallaq	halltom@isu.edu	282-2258	282-6453
KIFI - Internal	Teri Hein	thein@localnews8.com	522-1930	525-8888
KIFI - Website	Curtis Jackson	cjackson@localnews8.com	529-2443	525-8888
Myaircheck.com	Scott Russell	registration@myaircheck.com		1-604-740-1374
LDS Employment - Idaho Falls	Scott	wel-ec-idfalls@ldschurch	523-1557	523-4880
LDS Employment - Blackfoot	Phyllis	wel-ec-blackfoot@ldsmail.net	785-9318	785-5720
LDS Employment – Lincoln Stake	Byron Bush	Bushb68@hotmail.com		
LDS Employment – East Stake	Shawna Adams	Dsadams7355@hotmail.com	523-8103	
Medialine	Mark Shilstone	medialine@medialine.com	Medialine	800-237-8073
NAB		www.nab.org		
NPG	Jennifer Wright	jenniferw@npgco.com	816-271-8591	816-271-8571
SBE Website	K. Jones	kjones@sbe.org		
NPG Website		www.npgco.com		
NASBA		www.careerpage.org/		
Penn State University	Thor Wasbotten	thor@psu.edu		814-865-2802
Post Register			529-3142	522-3633
Reed Business Information	Katie Rosa	katierosa@reedbusiness.com		
Shoshone Bannock Tribes Personnel	Anna Jackson	gchasing@shoshonebannocktribes.com	478-3950	478-3862
TV Jobs.Com	Mark Holloway	admin@tvjobs.com		

D. Recruitment Source / Total Interviewees / Full-Time Positions Utilized

Recruitment Source:	Total Interviewees:	Full-time Positions Utilized:
Broadcast Engineering		
BYU Idaho*		5
BYU	3	8
Bucks, Investments*		
ID Div. of Vocational Rehab*		
Idaho Commerce & Labor	2	17
Idaho Migrant Council		
Idaho State Journal	1	1
ISU		7
KIFI Internal	17	17
KIFI Website	24	17
KSL.com	2	1
LDS Employment*	1	5
Medialine		10
Myaircheck.com		1
NASBA		
NPG Broadcast Division		16
NPG Website		17
Penn State University		8
SuperIdaho.Com		9
TVJobs.Com	17	16
Twitter		
Walk-Ins		

*Organizations which have requested notification of job openings.

E. Supplemental Recruitment Activities Undertaken by KIFI-TV

1.

Type of Activity: Guest Speaker

Date(s): See Below

Participating Employees: Jay Hildebrandt, Karole Honas, Rick Landon, Curtis Jackson, Michael Coats, Caleb James, Michelle Ludtka, Monte Young, Mark Danielson, Justin Betti, Brett Crandall, Marissa Bodnar, Kylie Bearse, Ido Walker, Jessica Crandall

Host/Sponsor of Activity: BYU Idaho, Idaho State University, Idaho Falls School Districts, School District 93, Boy Scouts, Eastern Idaho State Fair, Bonneville Youth Development Council

Description:

On 08/23/11 – Michael Coats discussed weather/meteorology and the broadcast business with 10 scouts and adult leaders.

On 09/04/11 – Justin Betti met with the public at our booth at the Eastern Idaho State Fair to explain the Broadcasting business.

On 09/05/11 - 09/09/11 - Karole Honas met with the public at our booth at the Eastern Idaho State Fair to explain the News business

On 09/06/11 – Brett Crandall met with the public at our booth at the Eastern Idaho State Fair to explain the Broadcasting business.

On 09/09/11 – Marissa Bodnar and Kylie Bearse met with the public at our booth at the Eastern Idaho State fair to explain the broadcasting business.

On 09/10/11 – Ido Walker and Jessica Crandall met with the public at our booth at the Eastern Idaho State fair to explain the broadcasting business.

On 11/11/11 – Jay Hildebrandt was the narrator for Ucon Elementary School's Veteran's Day program.

On 11/16/11 – Curtis Jackson visited a Mass Media class at Idaho State University and spoke to them about changes in the industry.

On 11/18/11 – Jay Hildebrandt was the guest speaker at the Bonneville County Adoption Day Celebration.

On 12/13/11 – Jay Hildebrandt spoke to a group of Cub Scouts from the Shamrock Park Ward about broadcasting.

On 01/12/12 – Steve Cannon did a weather presentation to the 1st, 2nd and 4th grade students at Bancroft Elementary School.

On 01/19/12 – Steve Cannon participated in a Geography Bee at Rimrock Elementary School.

On 03/02/12 – Steve Canon was a guest reader at the Idaho Falls Public Library on "Dr. Suess Day".

On 03/05/12 – Mark Danielson participated in a BYU-Idaho Webinar. Topic: How we are using the internet and social media at KIFI and what impact it has on the traditional broadcast TV model.

On 03/20/12 – Caleb James and Stephanie Hale-Lopez read to students at Hawthorne Elementary.

On 03/21/12 – Russ Haack conducted a workshop for ISU Mass Communications students and mentored them on Technical Directing. There were about 10 students in attendance.

On 04/11/12 – Russ Haack conducted a workshop for ISU Mass Communications students and mentored them on Newscast Directing. There were about 10 students in attendance.

On 04/19/12 – Todd Kunz spoke to a group of Tiger Cub Scouts about Broadcasting.

On 04/26/12 – Karole Honas was the Master of Ceremonies for the 100th Anniversary of Girl Scout's luncheon for Eastern Idaho.

On 04/26/12 – Jay Hildebrandt was the emcee for the Bonneville Youth Development Council Extra Mile Youth Awards at Hillcrest High School. 20 Students received recognition for outstanding service.

On 05/10/12 – Monte Young was a guest speaker for a Mass Communications class at BYU-Idaho. There were 27 students in attendance and he spoke to them about television sales.

On 05/07/11 – Karole Honas was the Master of Ceremonies for the Blackfoot, Bingham County Youth Coalition's annual auction fundraiser.

On 05/08/12 – Jay Hildebrandt talked to a local scout group about Broadcasting.

2.

Type of Activity: Introduction to Broadcasting (25 students) and Broadcast Performance (15 students).

Date(s): First half of July 2011, Second half of September 2011, October 2011 through December 13, 2011, January through April 3, 2012, April 17th - ongoing

Participating Employee: Jay Hildebrandt, Rick Landon

Host/Sponsor of Activity: BYU Idaho

Description:

Jay taught Communication classes at BYU-Idaho every Tuesday and Thursday morning . Rick Landon taught one of Jay's classes on 10/11/12.

3.

Type of Activity: Internship Program

Date(s): Ongoing

Participating Employee: News Department and Sales Department

Host/Sponsor of Activity: Local News 8

Description:

This is an ongoing internship program at Local News 8 (KIFI). College students interested in the broadcast field are chosen to serve a three month (sometimes shorter) term as interns in the newsroom or with the Sales Department. They are given the opportunity to experience television broadcasting first hand. They work with reporters and other newsroom personnel in the process of news gathering, putting stories together and ready to air on our newscasts, or they work with the Sales Department and are trained in software used by our industry, as well as how to work with clients in making a sale. We had three interns in the Newsroom and three in Sales during the period from June 2011 through May 2012.

4.

Type of Activity: Distinguished Student Award

Date(s): September 2011 through May 2012

Participating Employee: Jeff Landers, Michelle Ludtka

Host/Sponsor of Activity: Local News 8 Sports Department

Description:

Those kids who stand out from the rest, for their hard work in obtaining good grades and outstanding achievement in extracurricular activities are recognized on air and given a plaque. This is done every Thursday during the school year.

5.

Type of Activity: Student Athlete of the Week Award

Date(s): September 2011 through May 2012

Participating Employee(s): Jeff Landers and Michelle Ludtka

Host/Sponsor of Activity: Local News 8 Sports Department

Description:

Jeff Landers and Michelle Ludtka select a student every week during the school year, which shows athletic ability in any number of different sports and maintains a good grade point average with students across the area. The student is featured during Tuesday Night's 10pm sportscast.

6.

Type of Activity: Station Tours

Date(s): June 2011 through May 2012

Participating Employees: Michael Coats, Jay Hildebrandt

Host/Sponsor of Activity: KIFI News Department

Description:

KIFI provides tours of the television facilities for local schools, scout and church groups. At least 15 tours were given between June 2011 and May 2012.