

2023 ANNUAL EEO PUBLIC FILE REPORT

Board of Regents of the University of Nebraska
through the University of Nebraska at Omaha

Station(s): KVNO 90.7 FM

Community(ies) of License: Omaha, Nebraska

Reporting Period: January 22, 2022 – January 21, 2023

No. of Full-time Employees: 5-10 / More than 10 _____

Small Market Exemption:

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

KVNO experienced openings in seven positions during 2022; however, we did not participate in job fairs due to lack of available and appropriate job fairs in our area.

*Hosted at least one **job fair**.*

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

We routinely promote open positions on our website for both students and professional job seekers. UNO also promotes student openings through Handshake. We also promote our positions to periodicals and websites that include substantial participation by women and minorities. This list includes Public Radio Program Directors, Public Media Business Association, Current, Corporation for Public Broadcasting, Musical America Worldwide and Women in Communication.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast*

employment issues, including conventions, career days, workshops, and similar activities.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

*Participated 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).*

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

KVNO has an established internship and student worker program that provides UNO students the opportunity to learn skills needed for employment in the broadcast industry. We currently have four student workers who are employed at KVNO.

KVNO is participating in the Nebraska Broadcasters Association's EEO Scholarship Program that helps fund a college or university student's broadcasting and journalism studies.

KVNO's Station Manager (Asst. General Manager) attended the following: 1) Rising Above, a two-day virtual conference on January 26 and 27, 2022. The conference centered on management and leadership topics such as workplace diversity, building a strong culture, and transitioning to digital broadcasting. 2) The virtual Audience Development Summit from Greater Public Media on April 26 and 27, 2022. The conference dealt with a variety of topics on how to grow your audience, creating community partnerships and how to use data to show what works. 3) The Public Media Development and Marketing Conference in Chicago July 18-21, 2022. The Conference focused on issues and training related to development and marketing in public media including the future of philanthropy, focus groups and marketing tactics. It also included a full-day session on women's leadership in public media. 4) The Public Radio Program Director's Conference August 29 – September 2, 2022, in New Orleans. KVNO's Station Manager, took advantage of the two additional days that focused on the basics of programming and ratings. Other sessions focused on on-air fundraising, diversity in programming,

marketing topics and news.

KVNO's Development Director also attended the Public Media Development and Marketing Conference (PMDMC) in Chicago on July 20-21, 2022. The conference sections he attended included planned giving, mid/major giving cultivation, pledge drive scheduling/content creation, and online marketing to diverse and younger audiences. It also provided a key networking opportunity that raised the visibility of KVNO to the public broadcasting community and allowed the Development Director to forge great relationships across the country.

On September 19-20, 2022, the NBA joined the state broadcast associations of Iowa, Kansas, and Missouri to host an Engineering Academy in Kansas City. *KVNO's Operations Manager and KVNO's Audio Engineer* attended the two-day conference presented by Larry Wilkins of the Alabama Broadcasters Association and provided an overview on the technical operations of a radio and television broadcasting station. Some of the most valuable topics on day one for KVNO were on Electrical Theory and RF Transmission practices. The second day continued to cover more RF transmission topics and Station Operations topics vital to KVNO.

KVNO's Membership Manager attended the On-Air Fundamentals Cohort Training from Greater Public in Dallas on January 12-13, 2023. It was a day and a half in-person training for public radio staff who run on-air drives. Some of the topics include big picture planning, incentives/thank you gifts, building stronger breaks, and messaging. The second day included more interactive practice on script writing, pitching, and producing.

KVNO's Business Manager attended virtual training programs related to business and accounting practices at UNO and participated in Corporation for Public Broadcasting webinars (grant requirement).

All full-time staff at UNO are encouraged to participate in the Bridge Learning courses that are offered on campus in conjunction with UNMC. KVNO management makes every effort to modify employee work schedules to accommodate and

promote the furthering of our employees' education. KVNO managers also attend offsite, onsite and online training seminars that are related to their area of expertise and to gain knowledge in related areas that benefit the organization at large.

*Established a **mentoring** program for station personnel.*

All full-time and several part-time personnel attended a staff retreat on November 11, 2022. We each revisited our Clifton Strengths and learned how other team members think, work, and communicate, helping our entire team be more cohesive.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

KVNO listed our job openings for Music Director, Audio Engineer, and Membership Manger in media trade groups such as CPB, PRPD, PMBA and Women in Communication that have substantial minority and women participation and membership.

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

As part of the process defined by the University of Nebraska, all members of our search committees are required to take part in search committee training that ensures equal employment opportunity and prevents discrimination. All KVNO employees have earned certification as having completed the *UNO-Report=Support! Faculty/Staff Sexual*

Misconduct Prevention and Response Training provided by UNO’s Office of Diversity, Equity, Access and Inclusion. The Corporation for Public Broadcasting requires (relative to our yearly grant) all KVNO full and part-time staff members, student workers and unpaid interns to earn certification as having completed their *Harassment and Bias Prevention Training*. KVNO managers are encouraged to attend meetings and seminars virtually and on campus that are sponsored by the university on issues relating to updated Title IX enforcement provisions, identifying, and eliminating discrimination of all kinds in the workplace, as well as issues related to workplace/domestic violence and regulatory updates relative to the Americans with Disabilities Act.

*Provided **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.*

*Participated 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.*

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
03/07/2022	Music Director	University Employee
06/06/2022	Audio Engineer	Indeed
07/05/2022	Membership Manager	University Website
03/18/2022	Student Receptionist	Email
04/18/2022	Student Receptionist	Friend
11/18/2022	Student Reporter	Handshake
12/05/2022	Student Production Assistant	University Employee

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
University Employee	2
Musical America	1
University Website	2
Indeed	6
www.higheredjobs.com	1
Friend	3
Facebook	1
Email	1
Career Link	2
Handshake	1
MUS1010 Announcement	1
Total Number of Persons Interviewed during the Reporting Period:	21

RECRUITING SOURCES USED

Job Title of Position: Music Director

Date of Hire: 3/7/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
CPB Website (national)	N	cpb.org		
Current Magazine & Website (nat'l)	N			
Public Radio Program Directors (PRPD)	N			
Public Media Business Assoc (PMBA)	N			
Musical America Worldwide	N			
Handshake (University Website)	N			
DirectEmployers**	N			
Indeed**	N			
LinkedIn**	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

**Scrapped websites.

***Job opportunities are posted through their websites. We have no specific contact information.

Job Title of Position: Audio Engineer

Date of Hire: 6/6/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
CPB Website (national)	N	cpb.org		
Current Magazine & Website (nat'l)	N			
Nebraska Broadcasters Assoc (NBA)	N			
Society of Broadcast Engineers (SBE)	N			
Pubtech	N			
Handshake (University Website)	N			
DirectEmployers**	N			
Indeed**	N			
LinkedIn**	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

**Scrapped websites.

***Job opportunities are posted through their websites. We have no specific contact information.

Job Title of Position: Membership Manager

Date of Hire: 7/5/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
CPB Website (national)	N	cpb.org		
Current Magazine & Website (nat'l)	N			
Greater Public (formerly DEI)	N	greaterpublic.org/job-line		
Omaha World-Herald	N			
Public Radio Program Directors (PRPD)	N			
Public Media Business Assoc (PMBA)	N			
Handshake (University Website)	N			
DirectEmployers**	N			
Indeed**	N			
LinkedIn**	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

**Scrapped websites.

***Job opportunities are posted through their websites. We have no specific contact information.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 3/18/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
Handshake (University Website)	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 4/18/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
Handshake (University Website)	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Student Reporter)

Date of Hire: 11/18/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
Handshake (University Website)	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Production Assistant)

Date of Hire: 12/05/2022

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
Handshake (University Website)	N			

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.