

2025 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, 2024 – January 21, 2025

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 two (2) positions during 2024; 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, 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.*

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 one student worker who is employed at KVNO.

*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.*

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

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

KVNO's General Manager attended the following: 1) The Audience Development summit, an on-line conference hosted by Greater Public, February 6 and 7, 2024. The conference focused on a variety of topics that help public radio stations better serve their audience. 2) Regular monthly classical format "meet-ups" sponsored by the Public Media Content Collective that provide classical public stations the opportunity to discuss a variety of topics relevant to the format. 3) Appeared on a panel entitled "Breaking Barbie" at the Broadcast Educational Association, which was held concurrently with the National Association of Broadcasters conference in Las Vegas, April 14-16, 2024. The panel focused on the special challenges that face women as they move into the field of broadcasting. 4) Generative AI An Overview for Public Media Leaders on June 26, 2024. This on-line webinar discussed the various challenges and opportunities presented by generative AI for broadcasters. 5) Nebraska Broadcasters Association annual conference on August 6-7, 2024. The conference dealt with marketing for radio, legal topics of interest to broadcasters, and management topics. 6) Creativity Class with Jeff Koterba on March 7,

2024 at PACE. Class focused on encouraging creativity and ideation skills for the KVNO staff. Tour of the PACE building and galleries.

KVNO's Development Director attended the Greater Public Audience Development Summit, February 6-7, 2024, to look at ideas for increasing audience, and especially engaging with listeners. This was an online, Zoom conference.

KVNO's Development Associate attended: 1) Greater Public Audience Development Summit, February 6-7, 2024, This was a two-day online training for cross-functional development teams through Greater Public. The Development Associate attended with KVNO's General Manager, Development Director, and Marketing Manager. They learned about strategies for audience development and analytics. 2) Nebraska Broadcasters Association Conference was held on August 7, 2024. This was an in-person conference in Lincoln, Nebraska, and the Development Associate attended a couple of sessions on radio sales. 3) PMDMC Conference – August 12-14, 2024. This was an in-person conference in San Diego. The Development Associate attended sessions on underwriting, membership development, and applying AI to public media. There were also good networking opportunities to meet people in development at other stations and exchange new ideas.

KVNO's Marketing Manager attended: 1) Greater Public Audience Development summit on February 6th-7th, 2024 on Zoom. The conference focused on audience engagement by developing roots in the community and encouraging unique audience reach out through social media. 2) Social Relations Summit: How to Win Followers and Influence People to Buy, April 3, 2024 on Zoom. Three sessions covering practical steps to strengthen your social media strategy, enhance brand perception and foster a loyal community. 3) Public Media Development and Marketing Conference was held August 12-14 in San Diego, California. The Conference was devoted to issues surrounding revenue generation, marketing, and management. Attended breakouts and sessions relative to social media, podcasts, DEI marketing,

and more. 4) Creativity Class with Jeff Koterba on March 7, 2024 at PACE. Class focused on encouraging creativity and ideation skills for the KVNO staff. Tour of the PACE building and galleries. 5) Click-Up Webinar Series: How to Scale Your Content Operations in the AI age, March 20th on Zoom. Learning tips for navigating AI on our scheduling platform, Click-Up. 6) Uplift: Using Design to Stand Out on Social (Hootsuite Webinar), March 20th on Zoom. Webinar focused on actionable strategies from nonprofits that have achieved successful results on social media. Discussed design elements and best practices for creating content along with tools and techniques to expand reach and impact. 7) Creative Excellence Starts with Emotional Engagement...and Data (AdWeek Webinar), March 26th on Zoom. Webinar focused on marketing and advertising towards audience emotions and receptivity. Encouraging creative ways to interact with an audience and emotionally engage an audience. 8) Consumers Want Meaningful Content. Can Brands Deliver? (Adweek Webinar), March 27th on Zoom. Webinar about personalizing and humanizing content. 9) Successful Google Search Campaigns for Membership and Marketing (Greater Public Webinar), March 28th on Zoom. Webinar focused on Google search ads from Oregon Public Broadcasting. 10) Click-Up Webinar Series: How ClickUp's Marketing Team Uses ClickUp, April 10th on Zoom. Tips and tricks from the Click-up team to assist KVNO's Marketing Manager in gaining further insights into the application she was instructing KVNO's staff members on. 11) Greater Public: M+R Benchmarks for Public Media, May 29th on Zoom. Webinar discussing the results of the annual M+R Benchmarks Study. 12) Local Broadcast Prepare And Reset Now For More Social Media Shifts, October 8th on Zoom. Webinar covering social media and current trends and changes. 13) How to Build a Great Landing Page to Quickly Grow Your Newsletter, November 19th on Zoom. Webinar about webpage design and growing newsletter audiences. **KVNO's News Director** attended BEA 2024 in

Las Vegas, April 13-16, a conference dedicated to media-related research, creative work, panel discussions, and workshops. During the event, I had the privilege of serving as a panelist for a discussion titled “Breaking Barbie”.

KVNO’s Audio Engineer attended the Audio Engineer Society (AES) Show 2024, October 8-10, 2024, at The Jacob Javits Convention Center, New York City. The conference includes audio equipment manufacturers’ displays, engineers’ product demonstrations, as well as a diverse array of workshops, panels, demos, and training sessions that cater to both researchers and practitioners.

KVNO’s Business Manager attended virtual and in person training sessions related to business and accounting practices at UNO, as well as UNO Staff Search Process Training (12/17/24) and 2024-2025 NU Annual Information Security Fundamentals (8/19/24). The Corporation for Public Broadcasting also requires participation in webinars relative to their Community Service Grants (CSG).

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 personnel attended a staff retreat on January 17, 2025. We reviewed individual and station accomplishments from the previous year, revisited our purpose and organizational values, discussed challenges for the new year and established our strategic priorities for the next two years. KVNO’s General Manager continues to meet with senior staff for Leadership Luncheons, providing an opportunity for senior staff to bring important issues to her. Luncheons were held on January 29 and November 19, 2024.

*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.*

*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 (every two years) that ensures equal employment opportunity and prevents discrimination. All KVNO staff members have earned certification as having completed *Title IX Training (formerly Report = Support)* provided by UNO's Office of Diversity, Equity, Access and Inclusion. All KVNO student workers have also completed *Title IX Training (formerly U Got This!)* 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.

*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
03/25/2024	Audio Engineer	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
University Website	1
Indeed	3
Other	1
Total Number of Persons Interviewed during the Reporting Period:	5

RECRUITING SOURCES USED

Job Title of Position: Audio Engineer

Date of Hire: 3/25/2024

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
Indeed	N			

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