

## **FCC EEO-KVNO**

Required information placed in on-line public inspection file and on KVNO's website.

Full time positions filled January 22, 2024 - January 21, 2025

One full time position was filled in 2024. Please reference the 2025 Annual EEO Public File Report for details.

### **Prong 3 from January 22, 2023 to January 21, 2025 Outreach and Recruitment – 2 initiatives within a two-year period**

#### **Initiative 1**

*Establishment of an internship program designed to assist members of our community in acquiring the skills that are necessary for employment in radio broadcasting.*

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. Qualified student applicants could work in membership/development, fundraising and underwriting, on-air announcing, audio production editing, music library management, broadcast news and arts reporting. Internships generally last for one semester but can be renewed or extended at the discretion of KVNO management. Two student reporters and one student production assistant were employed at KVNO in 2024.

#### **Initiative 2**

*When speaking to a group or giving a tour of the studio, KVNO Managers take the opportunity to include the following: "The University of Nebraska at Omaha and KVNO are equal opportunity employers. Job opportunities at KVNO are posted on KVNO's website. Please visit KVNO.org for information."*

KVNO typically participates in events with interested civic organizations and individuals in the community. During these events, participants are notified that KVNO is an equal opportunity employer, and anyone interested in employment at KVNO will find open jobs posted on our website or on the University Employment website. When speaking to local community groups, KVNO staff members are instructed to include a mention that KVNO is an equal employment opportunity employer and all job vacancies at KVNO are posted on our website or on the university employment website. KVNO also has a portable display booth that we set up at concert events, art fairs, performance venues, etc., and employment and EEO information is posted on the display. KVNO recorded interviews with each of our Classical Kids honorees and mailed their certificates and scholarships. Our Classical Kids Showcase was held on Saturday, January 11, 2025 at Strauss Performing Arts Center on the UNO campus.

**Classical Kid interviews for 2024 were held as follows:**

Conducted by KVNO General Manager:

January 10  
February 16  
March 18  
April 24  
May 9  
June 11

Conducted by KVNO Music Director:

July 15  
August 19  
September 3  
October 23  
November 16  
November 23

KVNO General Manager or KVNO Music Director gave a tour of the studio, music library and recording studio followed by Q & A with each Classical Kid and parent, with the exception of the interview via the Opal phone system.

**Tours (most included Midday Mixtape Recording Sessions), Speaking Engagements, Marketing/Development Tables:**

January 24, 2024

Jade Rogers station tour

January 29, 2024

Steve White station tour

February 2, 2024

Bob and Barb Blair station tour

February 9, 2024

Scott Burger, Barbara Person, John & Linda Rebrovic station tour

February 15, 2024

Kyle Thomas station tour

February 22, 2024

Deana Liddy station tour

February 24, 2024

Development/Marketing table at Live Broadcast of the Omaha Symphony

February 29, 2024

Marketing table at Omaha Film Festival

March 1, 2024

Development table at Omaha Film Festival

March 22, 2024  
Marketing table at Omaha Symphony performance

April 2, 2024  
Steve and Helen Jordon station tour

April 19, 2024  
Development table at Omaha Symphony performance

April 20, 2024  
Marketing table at Live Broadcast of the Omaha Symphony

May 16, 2024  
Hannah Clark station tour

May 28, 2024  
Brian Fahey station tour

May 29, 2024  
Liz Hruska station tour

June 6, 2024  
April White station tour

June 12, 2024  
KVNO's News Director was honored to join the Board of Directors for the Nebraska Crossroads Festival, furthering his commitment to fostering cultural and artistic initiatives within our community.

June 20, 2024  
Koslosky's station tour

June 23, 2024  
Development/Marketing Table at Omaha Farmers Market

June 28, 2024  
Julie Cobb station tour

July 1, 2024  
Joe Kohout station tour

July 8, 2024  
Marketing table at UNO Theatre Summer Musical Theatre Academy  
Performance of Legally Blonde

July 9, 2024  
Leilani Coe station tour

July 16, 2024  
Gretchen Crane station tour

July 31, 2024  
Clay Anderson station tour

August 9, 2024  
Marketing table at Crossroads Music Festival

August 17, 2024  
Marketing table at Good Vibrations Used Instrument Drive

August 26, 2024  
Andrew Stickman station tour

September 4, 2024  
Stacey Barelos station tour

September 6, 2024  
Marketing table at Opera Outdoors

September 11, 2024  
Jerry Syslo station tour

September 12, 2024  
Anne Nagosky station tour

September 20, 2024  
Jim & Mary Beth Winner station tour

September 21, 2024  
Marketing table at Live Broadcast of the Omaha Symphony

September 22, 2024  
KVNO's News Director spoke to a radio class as a guest speaker to promote KVNO and highlight available positions. He provided an overview of how KVNO collaborates with the UNO School of Communication and actively engages with the Omaha community.

September 26, 2024  
Development/Marketing table at UNO College of Communication Fine Arts and Media 20th Anniversary Celebration

October 8, 2024  
Station tour for Blake Paris (Corporate Support at Omaha Storm Chasers)

October 11, 2024  
Marti Epstein station tour

October 19, 2024  
Development Table at Omaha Conservatory of Music's Cass St. Trick or Treat

October 23, 2024  
John Lyden station tour

November 14, 2024  
Susie Collins station tour

November 22, 2024  
John Hejkal family tour (2 adults, 4 kids)

November 26, 2024  
Dan Kress station tour

December 13, 2024  
Marketing table at UNO's Winterfest

December 19, 2024  
Heather Ford station tour

### **Initiative 3**

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

All KVNO Managers and other full-time staff employees are eligible for college tuition reimbursement and are encouraged to further their education to broaden their horizons, learn new skills, update old skills, and be in a better position for job advancement opportunities when they arise. Many staff members have taken advantage of this opportunity. All are encouraged to do so.

KVNO's Development Associate continued working on her master's degree in Business Analytics at University of Nebraska Lincoln throughout the year.

***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 6<sup>th</sup>-7<sup>th</sup>, 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 20<sup>th</sup> 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 20<sup>th</sup> 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 26<sup>th</sup> 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 27<sup>th</sup> on Zoom. Webinar about personalizing and humanizing content. 9) Successful Google Search Campaigns for Membership and Marketing (Greater Public Webinar), March 28<sup>th</sup> 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 10<sup>th</sup> 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 29<sup>th</sup> 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 8<sup>th</sup> 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 19<sup>th</sup> on Zoom. Webinar about webpage design and growing newsletter audiences.

***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 seminars and training programs related to business and accounting practices at UNO, including ORCA – Post Award Process on May 13, 2024; 2024 UNO Fiscal Year End Presentation on May 20, 2024; Federal Work Study Training on August 15, 2024 (via Zoom); ORCA Fall 2024 GIG–Grants Insight Group on October 9, 2024; and P2P Monthly User Forum (via Zoom) on October 31, 2024. The KVNO Business Manager also participated in the following Corporation for Public Broadcasting Webinars: Radio CSG Agreement & Certification of Eligibility on September 18, 2024; Intro to Financial Reporting on September 25, 2024; and What is NFFS? on October 2, 2024.

All full-time staff at the University of Nebraska at Omaha (UNO) are encouraged to participate in the Faculty and Staff Training (FAST) via the Bridge Learning Management System. This training is open access / self-paced.

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.

#### Initiative 4

***Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing 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!)*. UNO provides sexual harassment training to all faculty, staff, and students on an annual basis through the University of Nebraska's Learning Management System – Bridge. Additionally, Civil Rights Compliance personnel offer special topics training through the Center for Faculty Excellence, Human Resources, and on demand; regularly focusing on university policy, expected reporting requirements, and classroom considerations.

*The Corporation for Public Broadcasting requires (relative to our yearly grant) all KVNO staff members (full and part-time), student workers and unpaid interns to have earned certification as having completed their Harassment and Bias Prevention Training.*

KVNO managers are encouraged to attend meetings and seminars 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.

Supervisory Training has been incorporated into the University's Bridge Learning Management System that is now open access / self-paced. Examples include Corrective Action Plans, Coaching for Leaders, Legal Aspects of Management, Reality-based Leadership, and Performance Management.

The University of Nebraska at Omaha and Classical 90.7 KVNO are Equal Opportunity employers. Job opportunities at Classical 90.7 KVNO, when available, will appear on this website. To apply for an available position at Classical 90.7 KVNO, you must use the University of Nebraska at Omaha Human Resources website.