



2021 ANNUAL EEO PUBLIC FILE REPORT

Stations: KUNR, KNCC and KNCJ

(June 1, 2020 – May 31, 2021)

Licensee: Board of Regents of the Nevada System of Higher Education

Community of Licensee: Reno, Nevada

Number of Full-time Employees: 11 (No Small Market Exemption)

FCC Outreach Initiatives

Description

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

■ KUNR continues to partner with Noticiero Móvil, a bilingual multimedia news outlet run by the Reynolds School of Journalism at the University of Nevada, Reno. Together the two outlets have been creating radio stories that air in English and appear online in both English and Spanish. This innovative partnership provides bilingual news content for Northern Nevada and is helping to train the next generation of bilingual journalists. KUNR had one bilingual intern during the reporting period as part of this program.

■ KUNR continued offering the Reno Youth Radio program, in partnership with the Washoe County School District, a job-skills program now in its fourth year. The program allows high school students to learn more about careers in broadcasting and to develop writing, audio and other skills needed for those broadcasting career opportunities. In the fall of 2020, three high school students completed the program. In spring of 2021 there are 4 students going through the program.

■ KUNR offers an internship program in conjunction with the Reynolds School of Journalism at the University of Nevada, Reno. This program gives journalism students real-world, hands-on broadcast journalism experience while preparing them for future opportunities in the industry. Each year 6-10 internship slots offer students the chance to learn, grow, be mentored and contribute stories as an integral part of the news or digital team.

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.

■ KUNR’s licensee, the Nevada System of Higher Education, requires any job opening to be posted on at least one diversity hiring job board—and KUNR’s practice is to use multiple diversity job sites or sources. In addition to the required diversity posting, KUNR searches out other groups that have high membership rates of women and minorities. Documentation of these listings can be found in the recruitment sources section of this document.

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

■ KUNR’s internship program gives journalism and other students the opportunity to learn, build skills, contribute their talents to the station, and gain valuable media career experience via on-air, news, photography, video editing and other roles. Internship participation for the reporting period was:

- Summer 2020 – 1 intern
- Fall 2020 – 3 interns
- Spring 2021 – 4 interns

Provided training to management level personnel on methods ensuring equal employment opportunity and preventing discrimination.

■ The University of Nevada, Reno requires all management staff to stay current on several required training courses every two to three years. These include: Evaluating Employee Performance; Handling Grievances; Sexual Harassment; Interviewing and Hiring; Equal Employment Opportunity (EEO).

■ In addition to the recurring training courses, all management staff have attended an implicit bias training put on by University of Nevada, Reno, Human Resources staff. In order to qualify for the Corporation for Public Broadcasting grant, all KUNR staff members, including management staff, complete Harassment Prevention Training annually.

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

■ KUNR's commitment to the training, skill development and advancement opportunities for all station staff is reflected in its daily operation and practices. Station management and staff strive to provide a culture of mentoring, collaboration and growth. As the newsroom continues to grow, ongoing training and skill development are provided to broadcast and news staff to advance digital editing, automation, troubleshooting and newsgathering skills.

■ KUNR worked with the licensee's Human Resources department to establish a "line of progression" within the broadcast journalist position, which allows for steps of growth and promotion between entry-level news reporter and news director.

■ KUNR, through its collaborative programs, has created a "pipeline of opportunity," for broadcasters and journalists. It begins with the Youth Radio program in high school, and continues through the university-level internship programs, through volunteer opportunities, through participation in the annual NPR Boot Camp, through entry-level hiring, and through year-by-year career growth—which includes formal training, attendance in conferences and daily mentoring.

■ KUNR continues to open opportunities for news and broadcast staff, growing a news department by allowing news volunteers and interns to gain experience and then be considered for part-time or full-time paid positions. Part-time staff are supported in their learning and development and can also apply for full-time positions as they become available. Currently KUNR has:

- Part-Time News Staff - 1
- Part-Time On-Air Staff - 4
- Part-Time Digital Staff - 0

■ Other training opportunities for station personnel include conference attendance, webinars, working with consultants, tuition assistance and attending speaking engagements. Some direct examples from the reporting period include:

- Two KUNR staff members hosted a workshop on fact-checking open to all local media. January 2021
- KUNR's news and digital team attended two training sessions on Hearken's Engagement Management System. The purpose of this system is to enable journalists to engage with members of the community to create more community based reporting. January 2021
- KUNR's News Director hosted a workshop on best practices for broadcast writing for all KUNR news staff and interns. March 2021
- KUNR's Senior Reporter held two training sessions for KUNR's youth media students on best practices for recording equipment and collecting audio remotely.

Participated in other activities designed by the station's 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.

■ KUNR staff or management emcees, hosts, sponsors or attends a variety of events throughout the year, highlighting employment and development opportunities for job candidates, internships, Youth Radio participation, volunteering and training. Events include:

- Film Festivals – KUNR sponsors two film festivals annually, the Manhattan Short Film Festival in the fall and the Oscar Short Film Festival in the spring. These events are each attended by 1,000 or more community members. KUNR staff emcee the events and highlight the work and careers of station broadcasters.
- Family Financial & Estate Planning Series - KUNR acts as a media sponsor for this twice-annual event at which the KUNR staff present station highlights with an emphasis on opportunities through collaborations, internships and Youth Radio, and how KUNR is helping equip the next generation of broadcasters.
- "Artown" – a month long music/art festival in July of each year throughout the greater Reno area. There are hundreds of events and KUNR employees emcee several of them each year, increasing awareness of the station as well as opportunities to join our team. In July 2020, all of the events for Artown were virtual.

Full-Time Positions Filled

Total Number of Candidates Interviewed: 10

# of FT Positions	Position Title	Recruitment Sources	# of Interviews	Sources of Interviews	Source of Hire
1	Content Director 1/6/20	AAJA, cpb.org, current.org, facebook, greaterpublic.org, kunr.org, NABJ, NAHJ, NAJA, Nevada Broadcaster’s Association, PMBAonline.org, PMJA.org, Reno Gazette Journal print edition, twitter, UNR Job board	10	Word of Mouth (1) CPB (3), internal (2), referral (1), Current (3)	Internal Candidate

Total Number of Positions Filled: 1

(*Denotes the organization with an emphasis on minorities or women)

Asian American Journalists Association* Justin Seiter – justins@aaja.org 5 Third St. Suite 1108 San Francisco, CA 94103 www.aaja.org/career_center	Corporation for Public Broadcasting Jobline Erika Pulley-Hayes (202) 879-9600 401 Ninth Street, NW Washington, DC 20004-2129 www.cpb.org/jobline	Current.org (202) 885-6412 4400 Massachusetts NW Washington, DC 20016 Jobs.current.org
Greater Public Leah Manners – lmanners@greaterpublic.org 401 N. 3rd St. Suite 601 Minneapolis, MN 55401 www.greaterpublic.org	KUNR Jobs Page AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.kunr.org/jobs	KUNR Social Media (Twitter) AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.twitter.com/KUNRPublicRadio
KUNR Social Media (Facebook) AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.facebook.com/KUNRPublicRadio	National Association of Black Journalists* NABJ Career Center 8800 Lakewood Dr. #117 Windsor, CA 95492 (626) 792-3846 www.nabjcareers.org	National Association of Hispanic Journalists* (888) 281-9066 www.nahjcareercenter.com
Native American Journalists Association* (405) 325-1649 395 W. Lindsey St. Norman, OK 73019	Public Media Business Association info@pmbaonline.org 1300 Piccard Drive, Suite LL 14 Rockville, MD 20850 www.pmbaonline.org/industry-jobs	Reno Gazette Journal – Print 1-800-970-7366 www.rgj.com
University of Nevada, Reno Job Board Kim Beers – kimbeers@unr.edu 1664 N. Virginia St. MS 0238 Reno, NV 89557 (775) 682-6113 https://nshe.wd1.myworkdayjobs.com/UNR-external	Public Media Journalists Association (605) 490-3033 PO Box 838 Sturgis, SD 57785 Christine Paige Diers - christine@pmja.org www.pmja.org	

No organizations specifically asked to receive notices of our job openings.