2019 ANNUAL EEO PUBLIC FILE REPORT
FY19 Reno Public Radio EEO Stations: KUNR, KNCC and KNCJ
(June 1, 2018 – May 31, 2019)
Licensee: Board of Regents of the Nevada System of Higher Education
Community of Licensee: Reno, Nevada
Number of Full-time Employees: 13 (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.

- For the third consecutive year, KUNR partnered 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. The partnership is ongoing and growing stronger every year, earning national recognition.
- KUNR continued offering the Reno Youth Radio program, in partnership with the Washoe County School District, a job-skills program now in its third 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 spring of 2019, three high school students completed the program and a former program alumnus served as an intern to assist the students.
- KUNR offers a thriving 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 at least 12 internships slots offer students the chance to learn, grow, be mentored and contribute stories as an integral part of the news or digital team.
- Other events or programs that KUNR participated in during the reporting period include:
  - KUNR’s news director served as a mentor for NPR’s 2018 Next Generation Boot Camp hosted by the University of Nevada, Reno, Reynolds School of Journalism. The Boot Camp provides an intensive week-long training event through which college journalism majors can hone their writing, storytelling, interviewing and audio skills. June 11-15, 2018.
  - Two KUNR reporters mentored and supported student participants in NPR’s 2019 Next Generation Boot Camp hosted by the University of Nevada, Reno, Reynolds School of Journalism, May 19-24, 2019.
  - KUNR hosted recruitment booths at two University of Nevada, Reno’s Part-Time Internship Expos on August 30, 2018, and February 14, 2019. Each of the Expos were attended by several hundred students.
  - KUNR hosted a Reno Youth Radio recruitment event in partnership with the Washoe County School District on January 30, 2019. Four KUNR staff members shared their experiences as reporters with possible Reno Youth Radio participants.
  - KUNR hosted a talk about journalistic best practices and experiences by author, Pulitzer-prize winning journalist and Miami Herald columnist, Leonard Pitts, Jr., which was held in KUNR’s newsroom on April 1, 2019.
  - KUNR’s news staff and general manager hosted a discussion with five traveling journalists from Poland, Africa, Albania, Papua New Guinea and Mexico, selected for the International Visitor Leadership Program by the U.S. Department of State as part of the Edward R. Murrow Program for Journalists.
  - KUNR’s general manager and student reporters attended the 55th Annual Scripps Dinner put on by the University of Nevada, Reno, Reynolds School of Journalism. The keynote speaker was Pulitzer-prize winning journalist Leonard Pitts, Jr. April 1, 2019.

Listing of upper-level positions with job banks or groups whose membership includes substantial participation of women and minorities.
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:
  - Fall 2018 – 4 interns
  - Spring 2019 – 7 interns
  - Summer 2019 – 2 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 staff members, including management staff, complete Harassment Prevention Training annually. KUNR is in compliance with this requirement. Other management training during the reporting period included:
  - KUNR’s assistant station manager and news director completed an EEO and interviewing/hiring practices refresher course provided by the University of Nevada, Reno, June 2018.
  - KUNR’s general manager participated in a conference call for Western States Public Radio member stations, discussing the Me Too Movement, ethical leadership, integrity, biases and fair practices in media organizations, presented by expert Jill Geisler, May 3, 2019.
  - KUNR’s general manager participated in a webinar presented by Garvey Schubert Barer’s Nancy Cooper, employment lawyer, on “Identifying Workplace Harassment in Community Radio,” June 28, 2018.

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. In August 2018, a former intern and NPR Boot Camp participant was hired into an entry-level broadcast journalism position at KUNR. A graduate of the Youth Radio program, who now attends the university pursuing a journalism degree, served as an intern/mentor for the program for the spring 2019 semester.
- 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 - 3
  - Part-Time On-Air Staff - 5
  - Part-Time Digital Staff - 1

- 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:
  - Three staff members attended the Online News Association Conference September 12-16, 2018.
  - KUNR provided tuition assistance to two staff members to pursue an undergraduate and graduate degree.
• KUNR’s general manager attended the 2019 CASE conference focused on major giving and philanthropy.
• Five members of KQED’s news team from San Francisco provided on-site training and coaching with news staff and broadcast hosts April 24-26.
• KUNR’s General Manager attended the Public Media Business Association annual conference June 1, 2018.
• Two KUNR news reporters attended the Edward R. Murrow Awards gala to receive awards and participate in networking opportunities in New York City, Oct. 22, 2018.
• Several broadcast and news team members were given intensive, on-site training on the station’s AudioVault automation system, Feb. 2-4, 2018.
• One broadcast host attended a broadcast host training retreat, Nov. 9-11, 2018.
• KUNR’s Assistant Station Manager participated in the University of Nevada, Reno’s “Leadership On Fire” program, June-August 2018.

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’s general manager emcees the events and highlights 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 general manager presents station highlights with an emphasis on opportunities through collaborations, internships and Youth Radio, and how KUNR is helping equip the next generation of broadcasters.
### Full-Time Positions Filled

<table>
<thead>
<tr>
<th># of FT Positions</th>
<th>Position Title</th>
<th>Recruitment Sources</th>
<th># of Interviews</th>
<th>Sources of Interviews</th>
<th>Source of Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Broadcast Journalist</strong> Hired 8/6/18</td>
<td>aaja.org, blacksinhighered.com, cpb.org, greaterpublic.org, higheredjobs.com, kunr.org, latinosinhighered.com, nabcareers.org, nahjcareercenter.com, newsreview.com/Reno, Reno News &amp; Review print edition, UNR Job board</td>
<td>8</td>
<td>(4) didn’t specify (1) Facebook (2) internal candidates (1) word of mouth</td>
<td>Word of Mouth- Former Student Worker</td>
</tr>
</tbody>
</table>

Total Number of Candidates Interviewed: 8  
Total Number of Positions Filled: 1

(*Denotes the organization with an emphasis on minorities or women)  
(**Denotes the organization requested to receive all station job notices)

**Asian American Journalists Association**  
Justin Seiter – justins@aja.org  
5 Third St. Suite 1108  
San Francisco, CA 94103  
www.aja.org/career_center

**Blacks in Higher Ed**  
Kim Beers – kimbeers@unr.edu  
1664 N. Virginia St. MS 0238  
Reno, NV 89557  
(775) 682-6113  
www.higheredjobs.com

**Corporation for Public Broadcasting Jobline**  
Erika Pullen-Hayes (202) 879-9600  
401 Ninth Street, NW  
Washington, DC 20004-2129  
www.cpb.org/jobline

**Greater Public**  
Leah Manners –  
Imanners@greaterpublic.org  
401 N. 3rd St. Suite 601  
Minneapolis, MN 55401  
www.greaterpublic.org

**Higher Ed Jobs**  
Kim Beers – kimbeers@unr.edu  
1664 N. Virginia St. MS 0238  
Reno, NV 89557  
(775) 682-6113  
www.higheredjobs.com

**KUNR Jobs Page**  
David Stipech (775) 682-6055  
1664 N. Virginia St. MS 0294  
Reno, NV 89557  
www.kunr.org/jobs

**KUNR Social Media (Facebook)**  
David Stipech (775) 682-6055  
1664 N. Virginia St. MS 0294  
Reno, NV 89557  
www.facebook.com/KUNRPublicRadio

**Latinos in Higher Ed**  
Kim Beers – kimbeers@unr.edu  
1664 N. Virginia St. MS 0238  
Reno, NV 89557  
(775) 682-6113  
www.latinosinhighered.com

**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

**Reno News & Review Print & Web**  
Skyler Morris - skylem@newsreview.com  
1124 Del Paso Blvd.  
Sacramento, CA 95815  
(916) 498-1234  
www.newsreview.com/reno

**University of Nevada, Reno Job Board**  
Kim Beers – kimbeers@unr.edu  
1664 N. Virginia St. MS 0238  
Reno, NV 89557  
(775) 682-6113  
www.unrsearch.com or https://nshe.wd1.myworkdayjobs.com/UNR-external