

Nevada Public Radio
KNPR/KCNV/KTPH/KLNR/KWPR/KSGU

Annual EEO Public File Report

The purpose of this EEO Public File Report is to comply with Section 73.208©(6) of the FCC's 2003 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations KNPR and KCNV-Las Vegas NV, KTPH-Tonopah NV, KLNR-Panaca NV, KWPR-Ely NV, KSGU-St.George UT, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time-period beginning June 1, 2010 to and including May 31, 2011 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

Appendix 1
Annual EEO Public File Report

Covering the Period from June 1, 2010 to May 31, 2011

Station(s) Comprising Station Employment Unit: KNPR, KCVN, KTPH, KLNR,
KWPR, KSGU

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Sources of Interviewees & Hiree	Total Number of Interviewees from All Sources for This Position
1	Development Associates- 2 Position Openings	LasVegasJobs.com, UNLV Career Center, Monster.com, Jobing.com, Internal posting, Word of Mouth, KNPR Website	23
2	Account Executives- 3 Position Openings	MediaRecruiter.com, Monster.com, Jobing.com, LasVegasJobs.com, Las Vegas Review Journal, Internal posting, Word of Mouth, KNPR Website	9
3	Accounting/Business Manager- 1 position Opening	Lasvegasjobs.com, Nevada NonProfitNews, UNLV Career Center, Internal posting, Word of Mouth, KNPR Website	6

Total Number of Persons Interviewed During Applicable Period: 38

Appendix 2
Annual EEO Public File Report Form

Covering the Period from June 1, 2010 to May 31, 2011

Station(s) Comprising Station Employment Unit: KNPR, KCVN, KTPH, KLNR,
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Section 2: Recruitment Source Information

	Recruitment Source	Address, Website if applicable, Telephone Number, Contact Person, E-mail Address	Total Number of Interviewees This Source Has provided During This Period	Full-time Positions for Which This Source Was Utilized
A	Las Vegas Review Journal-Newspaper and On-Line	www.jobstodayonline.com SLLewis@reviewjournal.com Classifieds-Shannalee Lewis 702-383-0348	0	1
B	Traffic Directors Guild of America	www.tdga.org tdga@earthlink.net 26000 Avenida Aeropuerto #114 San Juan Capistrano CA 92675 949-429-7063 Larry Keene, Chief Executive Officer larrykeene@earthlink.net	0	0
C	LasVegasJobs.com	www.lasvegasjobs.com Dyann Rios-Sales Rep 702-257-1527	6	6
D	KNPR Website, Social Media (Twitter) and Internal Posting	www.knpr.org 1289 S. Torrey Pines Dr. LV NV 89146 Dir of HR-Cynthia M. Dobek 702-258-9895x 134 cynthia@knpr.org	11	6
E	Las Vegas Business Press & City Life & Senior Press	9385 Pama Lane, Ste. 111 Las Vegas, NV 89119 Mike Johnson-Classified Acct Manager 702-871-6780 x 334 mikej@lvpress.com	0	0
F	Nevada Broadcasters Association On-Line Job Bank	NBA Job Bank 1050 E. Flamingo Rd. # S-110 Las Vegas, NV 89119 Suzanne Burger 702-794-4994 SuzanneNBA@aol.com	0	0
G	Working In Communications Newsletter	WIC Job Bank 1350 East Flamingo Rd. #538 Las Vegas, NV 89119 http://www.lvwic.org	0	0

		Job Bank listings, contact: Phyllis Joseph at 702-792-8834 pjoseph@klastv.com		
H	Nevada Non-Profit News	www.nevadanonprofitnews.org Nevada Nonprofit News, LLC 2505 Anthem Village Dr., Ste. E-399 Henderson, NV 89052 702-426-8949 Deanna Ackerman, Publisher & Editor Editor@nevadanonprofitnews.org	0	1
I	CURRENT Newspaper	6930 Carroll Ave.; Suite 350 Takoma Park, MD 20912 classifieds@current.org 301-270-7240 ext 36	0	0
J	Mediabistro.com	475 Park Ave South, 4 th Fl New York, NY 10016 www.mediabistro.com 212-389-2000	0	0
K	Corporation for Public Broadcasting On-line Job Bank	http://stations.cpb.org/jobline/login.php Self Administered-Password Protected	0	0
L	Word of Mouth	Staff and Friends of NVPR 1289 S. Torrey Pines Dr. LV NV 89146 702-258-9895	19	6
M	Association Of Fundraising Professionals Website & Newsletter	Association of Fundraising Professional, Las Vegas Chapter C/o 1289 S. Torrey Pines Dr Las Vegas, NV 89146 702-992-5519 www.afplasvegas.org	0	0
N	JOBING.com	Go Jobing 3016 W. Charleston Blvd, Suite 110 Las Vegas, NV 89102 Dave Dickens, General Manager 702-948-0979 Lasvegas.clients@jobing.com	0	2
O	Poynter Career Center	The Poynter Institute 801 Third Street South St. Petersburg, FL 33701 888-769-6837 www.poynter.org/careercenter	0	0
P	DEI Jobline	1645 Hennepin Ave Minneapolis, MN Sue Johnson 1-888-454-2314 sjohnson@deiworksite.org	0	0
Q	The Non Profit Times Magazine and NPT Job Bank	The Non Profit Times/NPT Jobs 120 Littleton Road, Suite 120 Parsippany, NJ 07054-1803 Scott Shea 973-394-1800 x207 www.nptimes.com	0	0
R	Journalismjobs.com	Dan Rohn 72 Plaza Drive, 2nd Floor	0	0

		Berkeley, CA 94705 510-653-1521 Journalismjobs.com ,		
S	MediaRecruiter.com	Birschbach Media Sales & Marketing Art Scott-VP 9457 S. University Blvd # 303 Highlands Ranch, CO 80126 303-400-5150 or 303-881-5600 www.MediaRecruiter.com	0	1
T	UNLV Career Center	Student Services Complex (SSC), Building A, Room 301 University of Nevada, Las Vegas Career Services Box 456004 4505 S. Maryland Parkway Las Vegas, NV 89154-6004 702-895-3495 cscssc@unlv.edu http://hire.unlv.edu	2	2
U	Monster.com	Monster Worldwide 1560 W. Fountainhead Pkwy, Suite 175 Tempe, AZ. 85282 1-800-666-7837 www.monster.com	0	2

* Indicates sources that have requested notification of job openings.

Appendix 3
Annual EEO Public File Report

Covering the Period from June 1, 2010 to May 31, 2011

Station(s) Comprising Station Employment Unit: KNPR, KCVN, KTPH, KLNR,
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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by KNPR, KCVN, KTPH, KLNR, KWPR, KSGU on behalf of
Nevada Public Radio

Description of Activities:

- Management continues on-going EEO Training provided on the SHRM website www.shrm.org regarding methods of ensuring equal employment opportunity, preventing discrimination, and compliance with EEOC rules and regulations on general Equal Employment Opportunity.
- Provide training and professional development opportunities to staff designed to enable employees to acquire skills to qualify for higher-level positions. Annual conference attendance with industry specific associations such as Public Radio Development Managers Conference

(PRDMC), Public Broadcasting Management Association (PBMA), Public Radio Program Directors (PRPD), Integrated Management Association (IMA), Public Radio Engineering Conference (PREC), National Association of Broadcasters (NAB), Southern Nevada Human Resources Association (SNHRA) and Society for Human Resource Management (SHRM).

- Listing of each upper-level category opening, if applicable, in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities: Nevada Public Radio has access to the Public Relations Society of America (PRSA), and The Association of Fundraising Professionals (AFP), and other specialty field online job banks through professional resources. Non-Profit Times (NPT) and Women (working) in Communications (WIC) provides a newsletter to its' subscribers with job bank postings for the communications/media/non-profit trades. Nevada Public Radio is also a member of National Public Radio, the Corporation for Public Broadcasting, and industry specific associations DEI, PBMA, PRPD allowing access to their on-line job bank.
- Ten interns and two staff members from public radio station KCEP toured Nevada Public Radio on July 7, 2010. The interns were high school and college students working there for the summer. Producers from the interview program "KNPR's State of Nevada" talked about their work and answered questions, and interns were then able to sit in as a program segment was recorded. They spoke with announcer Rick Andrews about his on-air shift and recording spots and with Jay Bartos about the radio reading service. Our magazine "Desert Companion," public outreach, underwriting, and the Technical Operations Center were also discussed. The tour was arranged through Community Outreach Director Catherine Kim.
- In January, 2011, the International House of Blues Foundation held its eleventh annual Martin Luther King Junior Oratory Competition for children throughout the Las Vegas valley. Four different age categories featured 4 winners of the contest from 2010. The students who won visited Nevada Public Radio to record their winning essays. The winning essays re-aired between February 24-February 27, 2011. Each January the International House of Blues Foundation hosts an annual oratory competition honoring Dr. Martin Luther King. We were pleased to present the competition's winners this week. Located at <http://www.knpr.org/son/archive/detail2.cfm?SegmentID=7631&ProgramID=2174> is Grade K-2 winner Ken Haley, son of Shaun and Jennifer Haley.
- The Workforce Connections Youth Council held its first Job Shadow Day on February 2, 2011. KNPR's "State of Nevada" Team hosted seven students and two accompanying teachers from Durango High School so they could watch what we do each day. We gave them a tour of the station and met whomever we could who works outside the team. We then walked them through what we do in the hour or so before the show - making final changes to the scripts, ensuring that guests are ready. We then took them to Production Two so they could watch the show being produced and we gave them explanations along the way for what we were doing. The aim of the Job Shadow Day was to give students some exposure to jobs they might not otherwise see through family connections. The students, who are studying broadcasting, were very surprised to see how much energy goes into what appears to the regular listener a very

orderly and leisurely conversation. We then held our regular editorial meeting analyzing that morning's show and discussing segments for future shows. The students seemed to enjoy the frank and vigorous discussion. We then shared a pizza lunch with the guests and answered their questions and managed to get them back on their bus shortly after 12:30pm.

- On March 29, 2011 we recorded an interview with six students at West Career and Technical Academy, the final magnet school resulting from a 1998 bond issue in Clark County. The six students discussed their academic efforts at West, what they hoped to accomplish, and what they hoped for in their adult careers. After completing the taping we visited for another half hour or so about radio, journalism, and broadcasting. While the students are all leaning toward science studies, they seemed pretty interested in what KNPR does (several are listeners) and it was an engaging conversation. The students have been invited to keep in touch with us (they are all freshmen and sophomores).
- In addition, Nevada Public Radio has participated in numerous public speaking opportunities to further the awareness of media careers to students and the general-public. Examples of these engagements are: Station tours and career discussion by station executives, for Las Vegas area middle and high school students. On May 5, 2011 our Founder and President Emeritus Lamar Marchese made two 30 minute presentations about careers in radio broadcasting to two classes of 5th graders at Walter Bracken Magnet Elementary School. Bracken is in a poor neighborhood in Las Vegas and has a large population of low income, African-American and Hispanic students. Each class had about 25 students. He gave them a brief history and explanation of radio broadcasting and emphasized the importance of reading, writing, speaking, math and computer skills if they were considering a career in broadcasting and encouraged them to finish their high school education and continue on to get a four year degree in order to be competitive. He was peppered with intelligent questions and received a certificate of appreciation for sharing his knowledge and expertise with the students.
- We regularly accept resumes of College students needing to complete an Internship as part of their course and degree requirements. Since inception we have hosted 13 interns to develop the skills needed for broadcast and print media employment with a focus on journalism, producing and research. Most recently between Sept 2010 and May 2011, we brought in 2 students currently attending University of Nevada, Las Vegas, to learn from our Host/Producer and Producer/Researchers on the local Public Affairs program "*KNPR's State of Nevada*", as well as from our Editor of *Desert Companion* which Nevada Public Radio produces for the community.
- The organization participates annually in the Southern Nevada Human Resources Association "Best Places to Work" program, held this year on October 8, 2010 at the Gold Coast Hotel/Casino. An estimated 250 attendees were present. We were recognized in the Non-Profit category and our organization was highlighted and described to these individuals and the other media in attendance.
- Calls are regularly accepted regarding position opening inquiries. In each case, prospective applicants are directed to our website whether there is an opening or not. Resumes are also collected from individuals who wish to have their information be available in the event of any position openings.