



## 2023 ANNUAL EEO PUBLIC FILE REPORT

**Stations: KUNR, KNCC, and KNCJ (June 1, 2022 – May 31, 2023)**

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

Community of Licensee: Reno, Nevada

Number of Full-time Employees: 16 (No Small Market Exemption)

### FCC Outreach Initiatives

#### **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 three bilingual reporters during the reporting period as part of this program.

■ KUNR continued offering the Reno Youth Radio program (aka KUNR Youth Media) in partnership with the Washoe County School District, a job-skills program now in its fifth 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 2022, five high school students completed the program. In the spring of 2023, there were nine 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 5-10 internship slots offer students the chance to learn, grow, be mentored and contribute stories as an integral part of the news or digital team.

■ One KUNR staff member participated as a digital editor for NPR's Next Generation Radio projects in Florida and the Gulf States. This program is a collaboration between NPR, NPR member stations and/or universities, among others. It gives aspiring journalists, including students to early-career journalists, an opportunity to work one-on-one with a professional mentor to produce a multimedia story with audio, visuals and other digital assets over one week. One of its goals is to train public media's next generation.

#### **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 2022 – 2 interns
- Fall 2022 – 3 interns
- Spring 2023 – 4 interns

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

■ University of Nevada – Reno, and the Nevada System of Higher Education requests all staff to stay current on required training courses every two years.

Trainings taken during reporting year:

- ✓ Preventing Harassment & Discrimination/Clery Act & Title IX (supervisors):
  - General Manager 07/22; Business & Operations Manager 10/22; Daily News Editor 03/23
- ✓ Preventing Harassment & Discrimination (non-supervisors):
  - Course taken a minimum of every two years since employee's initial date of hire
- ✓ Implicit Bias (recruitment training): all staff that participate in recruitments complete training every two years.
  - General Manager 09/22; Daily News Editor 02/23; Business & Operations Manager 03/23
- ✓ Employee Performance & Evaluation:
  - General Manager 04/23; Business & Operations Manager 04/23
- ✓ Classified Staff Fundamentals: Business & Operations Manager 09/22
- ✓ Work Performance Standards: Business & Operations Manager 09/22
- ✓ Proactive Coaching: Business & Operations Manager 10/22
- ✓ Staff Effort Reporting & Certification: Business & Operations Manager 02/23
- ✓ Faculty Search (recruitment training): Business & Operations Manager 02/23

■ 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.

Training taken during reporting year:

- ✓ CPB Harassment & Bias Prevention: all staff completed this training by 09/30/2022

**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 and on-air host positions, which allows for steps of growth and promotion between entry-level news reporter and news editor. For on-air hosts, we created a line of progression to incorporate an 'on-air host/radio operator' position between 'on-air host' and 'content 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 regular 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 and its classical music and jazz station, KN CJ, has 12 part-time employees: 2 – News, 10 – On-air

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

- August 2022 — Two KUNR reporters attended the conferences for the National Association of Hispanic Journalists and National Association of Black Journalists in Las Vegas.
- February 2023 — KUNR began internal training on how to use Excel for data reporting purposes led by general manager Brian Duggan, a former investigations editor.
- March 2023 – KUNR’s news team took part in the Democracy SOS fellowship training from the Solutions Journalism Network.
- April 2023 – One of KUNR’s reporters attended the Society of Environmental Journalists conference in Boise, Idaho.
- April 2023– Staff members attended the Annual Scripps Dinner to hear legendary journalist Carl Bernstein speak.

**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 sponsors a variety of events throughout the year, highlighting employment and development opportunities for job candidates, internships, Youth Radio participation, 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.
- Family Financial & Estate Planning Series - KUNR acts as a media sponsor for this twice-annual event.
- “Artown” – a month-long music/art festival in July of each year throughout the greater Reno area. There are hundreds of events and a KUNR employee represented us at several of them, increasing awareness of the station as well as opportunities to join our team. In July 2022, the events for Artown took place both virtually and in-person.
- KUNR staff tabled several community events to share job openings and promote KUNR programs:  
Pints and Purple Politics — March 2023, Fiesta on Wells – September 2022, Earth Day – April 2023

## Recruitments

| # of FT Positions | Position Title                                       | Recruitment Sources   | # of Interviews | Sources of Interviews  | Source of Hire                     |
|-------------------|--|---|-----------------|--|------------------------------------|
| 1                 | <b>Broadcast Journalist</b><br>6/15/22               | UNR job board   | 1               | Report for America (1)   | Report for America (1)             |
| 1                 | <b>General Manager</b><br>8/1/22                     | AAJA, CPB.org, Current.org, Facebook, greaterpublic.org, Instagram, kunr.org, Mediajobboard.com, NABJ, NAHJ, Nevada Broadcaster's Association, PMBAonline.org, PMJA.org, Reno Gazette-Journal, Twitter, UNR job board | 4               | Website: Other industry or discipline specific source (3); Website: University/ College (1)                                      | Website: University/ College (1)   |
| 1                 | <b>Senior Broadcast Journalist – MWNB</b><br>9/7/22  | AAJA, CPB.org, Facebook, greaterpublic.org, Instagram, kunr.org, NABJ, NAHJ, NAJA, Nevada Broadcaster's Association, PMBAonline.org, PMJA.org, Reno Gazette-Journal, Twitter, UNR job board                           | 3               | Website: Other industry or discipline specific source (1); Indeed (2); Internal Candidate (1)                                    | Internal candidate – promotion (1) |
| 1                 | <b>Manager, Business &amp; Operations</b><br>9/26/22 | CPB.org, Facebook, greaterpublic.org, Instagram, kunr.org, Twitter, UNR job board, WomenAndHigherEd.com   | 6               | Internal candidate (3); Indeed (1); Higher Ed Jobs (1); Website: University/ College (1)   | Website: University/ College (1)   |
| 1                 | <b>Daily News Editor</b><br>10/24/22                 | AAJA, CPB.org, Current.org, Facebook, greaterpublic.org, Instagram, kunr.org, NABJ, NAHJ, Nevada Broadcaster's Association, Twitter, UNR job board  | 2               | Internal candidate (1); Employee Referral (1)  | Employee Referral (1)              |
| 1                 | <b>Morning Edition On-Air Host</b><br>11/21/22       | AAJA, CPB.org, Current.org, Facebook, greaterpublic.org, Instagram, JournalismJobs.com, kunr.org, NABJ, NAHJ, Nevada Broadcaster's Association, PMBAonline.org, PMJA.org, Twitter, UNR job board                      | 4               | Indeed (2); CPB (1); Employee Referral (1)   | CPB (1)                            |
| 2                 | <b>Broadcast Journalist</b><br>3/17/23               | AAJA, CPB.org, Chronicle of Higher Education, Current.org, Facebook, greaterpublic.org, Instagram, kunr.org, NABJ, NAHJ, NAJA, Nevada Broadcaster's Association, PMBAonline.org, PMJA.org, Twitter, UNR job board     | 6               | Internal candidate (2); Chronicle of Higher Education (1); Journal/ publication (1); Indeed (1); Website: University/College (1) | Internal candidate – promotion (2) |
| 1                 | <b>On-Air Host</b><br>4/16/23                        | UNR job board   | 2               | Internal candidate (2)   | Internal candidate - promotion (1) |

### Full-Time Positions Filled

- Total Number of Candidates Interviewed: 28
- Total Number of Positions Filled: 9

## Recruitment Sources

|   |   |  |
|---|---|--|
| <b>Asian American Journalists Association (AAJA)*</b><br>Daniel Garcia – <a href="mailto:danielg@aaaja.org">danielg@aaaja.org</a><br>5 Third St., Suite 1108<br>San Francisco, CA 94103<br><a href="http://www.aaaja.org/career_center">www.aaaja.org/career_center</a> | <b>Chronicle of Higher Education</b><br>1255 23 <sup>rd</sup> St., N.W.<br>Washington, D.C. 20037<br>(202) 466-1050<br><a href="https://hire.chronicle.com">https://hire.chronicle.com</a>  | <b>Corporation for Public Broadcasting Jobline (CPB)</b><br>Erika Pulley-Hayes (202) 879-9600<br>401 Ninth Street, NW<br>Washington, DC 20004-2129<br><a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>                               |
| <b>Current.org</b><br>4400 Massachusetts NW<br>Washington, DC 20016<br>(202) 885-6412<br><a href="http://www.jobs.current.org">www.jobs.current.org</a>   | <b>Greater Public</b><br>401 N. 3rd St. Suite 601<br>Minneapolis, MN 55401<br>Leah Manners<br>(612) 548-3374<br><a href="mailto:lmanners@greaterpublic.org">lmanners@greaterpublic.org</a><br><a href="http://www.greaterpublic.org">www.greaterpublic.org</a>  | <b>HigherEdJobs</b><br>328 Innovation Blvd., Ste. 235<br>State College, PA 16803<br>(814) 861-3080<br><a href="https://www.higheredjobs.com">https://www.higheredjobs.com</a>  |
| <b>JournalismJobs.com</b><br><a href="https://www.journalismjobs.com">https://www.journalismjobs.com</a><br>(510) 508-7386  | <b>KUNR Jobs Page</b><br>Erinn Kari<br>1664 N. Virginia St., MS 0294<br>Reno, NV 89557<br>(775) 682-6052<br><a href="http://www.kunr.org/jobs">www.kunr.org/jobs</a>  | <b>KUNR Social Media (Facebook)</b><br>Erinn Kari<br>1664 N. Virginia St., MS 0294<br>Reno, NV 89557<br>(775) 682-6052<br><a href="http://www.facebook.com/KUNRPublicRadio">www.facebook.com/KUNRPublicRadio</a>                                 |
| <b>KUNR Social Media (Instagram)</b><br>Erinn Kari<br>1664 N. Virginia St., MS 0294<br>Reno, NV 89557<br>(775) 682-6052<br><a href="http://www.instagram.com/KUNRPublicRadio">www.instagram.com/KUNRPublicRadio</a>   | <b>KUNR Social Media (Twitter)</b><br>Erinn Kari<br>1664 N. Virginia St., MS 0294<br>Reno, NV 89557<br>(775) 682-6052<br><a href="http://www.twitter.com/KUNRPublicRadio">www.twitter.com/KUNRPublicRadio</a>   | <b>Media Job Board</b><br><a href="https://jobs.mediajobboard.com">https://jobs.mediajobboard.com</a><br>(406) 445-0000, Ext. 4  |
| <b>National Association of Black Journalists (NABJ)*</b><br>NABJ Career Center<br>8800 Lakewood Dr. #117<br>Windsor, CA 95492<br>(626) 792-3846<br><a href="http://www.nabjcareers.org">www.nabjcareers.org</a>   | <b>National Association of Hispanic Journalists (NAHJ)*</b><br>PO Box 117<br>Windsor, CA 95492<br>(888) 281-9066<br><a href="http://www.nahjcareercenter.com">www.nahjcareercenter.com</a>  | <b>Native American Journalists Association (NAJA)*</b><br>395 West Lindsey St.<br>Norman, OK 73019<br>(405) 325-1649<br><a href="https://najanewsroom.com/jobs/">https://najanewsroom.com/jobs/</a>  |
| <b>Nevada Broadcasters Association</b><br>8985 S. Eastern Ave, Suite 205<br>Las Vegas, NV 89123<br>Lisa Hack (702) 794-4994<br><a href="https://nevadabroadcasters.org/">https://nevadabroadcasters.org/</a>  | <b>Public Media Business Association</b><br><a href="mailto:info@pmbaonline.org">info@pmbaonline.org</a><br>1300 Piccard Drive, Suite LL 14<br>Rockville, MD 20850<br><a href="http://www.pmbaonline.org/industry-jobs">www.pmbaonline.org/industry-jobs</a>  | <b>Public Media Journalists Association (PMJA)</b><br>Christine Paige Diers<br>PO Box 838<br>Sturgis, SD 57785<br>(605) 490-3033<br><a href="mailto:christine@pmja.org">christine@pmja.org</a><br><a href="http://www.pmja.org">www.pmja.org</a> |
| <b>Reno Gazette Journal – Print</b><br>Jennifer Gaskill<br>80 W. 1 <sup>st</sup> St.<br>Reno, NV 89501<br>(775) 248-7733<br>1-888-692-4316<br><a href="http://www.rgi.com">www.rgi.com</a>  | <b>University of Nevada, Reno Job Board</b><br>Kim Beers – <a href="mailto:kimbeers@unr.edu">kimbeers@unr.edu</a><br>1664 N. Virginia St., MS 0238<br>Reno, NV 89557<br>(775) 682-6113<br><a href="https://nshe.wd1.myworkdayjobs.com/UNR-external">https://nshe.wd1.myworkdayjobs.com/UNR-external</a> | <b>Women and Higher Education*</b><br>5443 Fremontia Lane<br>San Diego, CA 92115<br>Phone: (800) 311-0563<br><a href="http://www.WomenAndHigherEd.com">www.WomenAndHigherEd.com</a>  |

- \*Denotes the job board with an emphasis on minorities or women
- No organizations specifically asked to receive notices of our job openings.