



2024 ANNUAL EEO PUBLIC FILE REPORT

Stations: KUNR, KNCC and KNCJ

(June 1, 2023 – May 31, 2024)

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

Community of Licensee: Reno, Nevada

Number of Full-time Employees: 14 (No Small Market Exemption)

FCC Outreach Initiatives

Description

Participated in at least four 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), a job-skills program now in its sixth year, in partnership with the Washoe County School District. 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 2024, eleven students went through the program.
- Reynolds School of Journalism holds internship fairs once a semester every school year. KUNR’s managing editor, general manager, and staff members attend the internship fairs to recruit students. We collect two to three dozen interest forms from students interested in becoming interns at KUNR.
- 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.
- KUNR hosted an open house at its primary broadcasting location at the University of Nevada, Reno, in June 2023. Nearly eighty members of the public attended the event. Most KUNR staff, including the general manager, managing editor, and operations manager, were present. KUNR discussed employment opportunities in broadcasting and journalism, promoted KUNR programs, and answered the public’s questions about radio/newsroom operations at KUNR.

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 with 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 allows journalism and other students 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 2023 – 2 interns
- Fall 2023 – 3 interns
- Spring 2024 – 3 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, and Equal Employment Opportunity (EEO).

■ Besides the recurring training courses, all management staff have attended implicit bias training by the University of Nevada, Reno Human Resources staff. To qualify for the Corporation for Public Broadcasting grant, all KUNR staff members, including management staff, complete the 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 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 has an established "line of progression" within the broadcast journalist and on-air host positions, allowing for growth and promotion between entry-level news reporters and the managing news editor. For on-air hosts, we have a line of progression between on-air host and senior operator position.

■ 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 university-level internship programs, volunteer opportunities, entry-level hiring, and year-by-year career growth—which includes formal training, attendance at conferences, and regular mentoring.

■ KUNR continues to open opportunities for news and broadcast staff, growing a news department by allowing news volunteers and news 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 apply for full-time positions as they become available. KUNR, KNCC, and its classical music and jazz station, KNCCJ, have nine part-time employees: two in news and seven on-air.

■ 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:

- July 2023: KUNR's managing editor attended the National Association of Hispanic Journalists conference in Miami.
- September 2023: KUNR's managing editor was chosen by the Public Media Editorial Integrity and Leadership Initiative (funded by CPB) to attend their leadership training.
- September 2023: KUNR reporter attends a conference in Philadelphia on covering extremism in the United States.
- October 2023: KUNR reporter attends Chips Quinn Fellowship training in Washington, D.C.
- Summer-Fall 2023: KUNR reporter participates in USC Annenberg Center for Health Journalism's 2023 National Fellowship, culminating in a four-part series on maternal health care deserts in Nevada.
- April 2023: KUNR reporter chosen to participate in National Press Foundation's Women in Politics fellowship program in Washington, D.C.

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 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 and providing opportunities to join our team.
- KUNR staff tabled several community events to discuss employment opportunities in broadcasting and journalism, to promote KUNR programs, to show support for our local community, and to provide the public the opportunity to ask questions about radio/newsroom operations at KUNR.
 - Pints & Purple Politics – June & October 2023
 - Juneteenth – June 2023
 - Pride – July 2023
 - Milk & Honey Jewish Festival – August 2023
 - Fiesta on Wells – September 2023
 - Día de Los Muertos – October 2023
 - Earth Day – April 2024

Full-Time Positions Filled

# of FT Positions	Position Title	Recruitment Sources	# of Interviews	Sources of Interviews	Source of Hire
1	Membership Coordinator 6/01/23	AAJA, CPB, NABJ, NAHJ, Facebook, Greater Public, Instagram, KUNR jobs page, Nevada Broadcasters Association, PMJA, Public Media Business Association, Twitter, UNR job board	5	Website: University/College (2); Referral: Employee (1); Internal Candidate (4)	Internal Candidate (1)
1	KNCC Elko Radio Host & Reporter (Exigent Hire) 10/01/23	UNR job board	1	Referral: Employee (1)	Referral: Employee (1)

Total Number of Candidates Interviewed: 6

Total Number of Positions Filled: 2

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

<p>Asian American Journalists Association* (AAJA) Daniel Garcia – danielg@aja.org 5 Third St., Suite 1108 San Francisco, CA 94103 www.aja.org/career_center</p>	<p>Chronicle of Higher Education 1255 23rd St., N.W. Washington, D.C. 20037 (202) 466-1050 https://hire.chronicle.com</p>	<p>Corporation for Public Broadcasting Jobline (CPB) Erika Pulley-Hayes (202) 879-9600 401 Ninth Street, NW Washington, DC 20004-2129 www.cpb.org/jobline</p>
<p>Current.org 4400 Massachusetts NW Washington, DC 20016 (202) 885-6412 www.jobs.current.org</p>	<p>Greater Public 401 N. 3rd St. Suite 601 Minneapolis, MN 55401 Leah Manners (612) 548-3374 lmanners@greaterpublic.org www.greaterpublic.org</p>	<p>HigherEdJobs 328 Innovation Blvd., Ste. 235 State College, PA 16803 (814) 861-3080 https://www.higheredjobs.com</p>
<p>JournalismJobs.com https://www.journalismjobs.com (510) 508-7386</p>	<p>KUNR Jobs Page Erinn Kari 1664 N. Virginia St., MS 0294 Reno, NV 89557 (775) 682-6052 www.kunr.org/jobs</p>	<p>KUNR Social Media (Facebook) Erinn Kari 1664 N. Virginia St., MS 0294 Reno, NV 89557 (775) 682-6052 www.facebook.com/KUNRPublicRadio</p>
<p>KUNR Social Media (Instagram) Erinn Kari 1664 N. Virginia St., MS 0294 Reno, NV 89557 (775) 682-6052 www.instagram.com/KUNRPublicRadio</p>	<p>KUNR Social Media (Twitter) Erinn Kari 1664 N. Virginia St., MS 0294 Reno, NV 89557 (775) 682-6052 www.twitter.com/KUNRPublicRadio</p>	<p>Media Job Board https://jobs.mediajobboard.com (406) 445-0000, Ext. 4</p>
<p>National Association of Black Journalists* (NABJ) NABJ Career Center 8800 Lakewood Dr. #117 Windsor, CA 95492 (626) 792-3846 www.nabjcareers.org</p>	<p>National Association of Hispanic Journalists* (NAHJ) 1050 Connecticut Ave, NW 5th Fl Washington, DC 20036 (866) 624-5674 https://www.nahjcareers.org/</p>	<p>Native American Journalists Association* (NAJA) 395 West Lindsey St. Norman, OK 73019 (405) 325-1649 https://najanewsroom.com/jobs/</p>
<p>Nevada Broadcasters Association 8985 S. Eastern Ave, Suite 205 Las Vegas, NV 89123 Lisa Hack (702) 794-4994 https://nevadabroadcasters.org/</p>	<p>Public Media Business Association info@pmbaonline.org 1300 Piccard Drive, Suite LL 14 Rockville, MD 20850 www.pmbaonline.org/industry-jobs</p>	<p>Public Media Journalists Association (PMJA) Christine Paige Diers PO Box 838 Sturgis, SD 57785 (605) 490-3033 christine@pmja.org www.pmja.org</p>
<p>Reno Gazette Journal – Print Jennifer Gaskill 80 W. 1st St. Reno, NV 89501 (775) 248-7733 1-888-692-4316 www.rgj.com</p>	<p>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</p>	<p>WomenAndHigherEducation 5443 Fremontia Lane San Diego, CA 92115 Phone: (800) 311-0563 www.WomenAndHigherEd.com</p>

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