

## EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period:

5/23/2020 to 5/22/2021

**1) Employment Unit:** \* Reno Media Group, LP  
 \*\* Americom Limited Partnership  
 [Reno Media Goup, LP and Americom Limited Partnership are affiliated entities. All Stations reported on this form are co-located and share at least one employee.]

**2) Unit Members (Stations and Communities of License):**

* KLCA-FM/HD1	Tahoe City, CA
* KLCA-HD2	Tahoe City, CA
* KLCA-HD3	Tahoe City, CA
* KLCA-HD4	Tahoe City, CA
* KODS-FM	Carnelian Bay, CA
** KBZZ-AM	Sparks, NV
** KOLC-FM	Carson City, NV
** KRNO-FM	Incline Village, NV
** KZTQ-AM	Reno, NV

**3) EEO Contact Information for Unit Members:**

Mailing Address:  961 Matley Lane, Suite 120  Reno, NV 89502	Telephone #: (775) 829-1964  Contact Person: Tracy White  E-mail Address: <a href="mailto:tracy@renomediagroup.com">tracy@renomediagroup.com</a>
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**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
General Sales Manager	Industry Referral & was a previous employee
General Sales Manager	Recruitment Agency - Carver Talent
Account Executive	On-Air advertising
Account Executive	On-Air advertising
Account Executive	On-Air advertising

5.1 Job Title: GENERAL SALES MANAGER

Referral Source(s) of Hiree: Applicant Reached out to us - a previous employee

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Address	City	ZipCode	Telephone or website	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly Kibarra	kibarra@carson.org	Carson City	89706	283-7579		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	355-0600		NO
Job Opportunities In Nevada	Perry White	pwhite@join.org	Reno	89502	336-4450 x200		NO
LDS Employment Resource Service	Jean Case, Coordinator	www.ldsjobs.org/ers/company	Reno	89502			NO
NAACP - Reno/Sparks	Job Postings	info@renosparksnaacp.org	Reno	89510	322-2992		NO
Northern Nevada Restitution Center (re-entry program)	mail and email returned	2595 E. 2nd Street/bward@doc.nv.gov	Reno	89502	688-1154		NO
Reno City Hall	Human Resource Dept.	490 S. Center Room 102	Reno	89501	334-2222		NO
Sierra Nevada Job Corps Center	Anthony Keys/Career Transition Specialist	keys.anthony@jobcorps.org	Reno	89506	789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	businessservices@nvdetr.org	Reno	89502	284-9636		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	784-4912		NO
Nevada Broadcasters Association	online job posting	www.nevadabroadcasters.org/job_bank	Las Vegas		702-794-4994	1	NO
Radio Ink	online job posting	www.radioink.com					NO
Radio Advertising Bureau (RAB)	online job posting	RAB.com	Texas	75039	800-232-3131		NO
www.mediarecruiter.com	Birschbach Media Sales & Marketing	mediarecruiter.com	Colorado	80126	303-400-5150	3	NO
YourMembership.com	online job posting	YourMembership.com/broadcastcareerlink	Texas	75312	860-437-5700		NO
Monster.com	online job posting	hiring.monster.com				2	NO
LinkedIn	online job posting	linkedin.com	California	94085		8	NO
ZipRecruiter	online job posting	ziprecruiter.com	California	90401	877-252-1062	1	NO
RenoHelpWanted.com	online job posting	regionalhelpwanted.com/reno/jobs					NO
Carver Talent	Ty Carver	ty@carvertalent.com	Florida	33572	813-625-2130	1	NO
In House Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203		NO
In House Website Job Posting	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203		NO
Previous Employee reached out						1	NO

5.1 Job Title: GENERAL SALES MANAGER/DIRECTOR OF SALES

Referral Source(s) of Hiree: Recruitment Agency - Carver Talent

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Address	City	ZipCode	Telephone or website	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly Kibarra	kibarra@carson.org	Carson City	89706	283-7579		YES
Community Services of Northern Nevada	Karen Cosnan, HR Dept.	P.O. Box 10167	Reno	89510	335-3136		NO
Inter-Tribal Council of Nevada	Rita Stearns/HR Dept.	P.O. Box 7440	Reno	89510	355-0600		NO
Job Opportunities In Nevada	Perry White	pwhite@join.org	Reno	89502	336-4450 x200		NO
LDS Employment Resource Service	Jean Case, Coordinator	www.ldsjobs.org/ers/company	Reno	89502			NO
NAACP - Reno/Sparks	Job Postings	info@renosparksnaacp.org	Reno	89510	322-2992		NO
Northern Nevada Restitution Center (re-entry program)	mail and email returned	2595 E. 2nd Street/bward@doc.nv.gov	Reno	89502	688-1154		NO
Reno City Hall	Human Resource Dept.	490 S. Center Room 102	Reno	89501	334-2222		NO
Sierra Nevada Job Corps Center	Anthony Keys/Career Transition Specialist	keys.anthony@jobcorps.org	Reno	89506	789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	businessservices@nvdetr.org	Reno	89502	284-9636		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	784-4912		NO
Nevada Broadcasters Association	online job posting	www.nevadabroadcasters.org/job_bank	Las Vegas		702-794-4994	1	NO
Radio Ink	online job posting	www.radioink.com					NO
Radio Advertising Bureau (RAB)	online job posting	RAB.com	Texas	75039	800-232-3131		NO
www.media recruiter.com	Birschbach Media Sales & Marketing	mediarecruiter.com	Colorado	80126	303-400-5150	3	NO
YourMembership.com	online job posting	YourMembership.com/broadcastcarreerlink	Texas	75312	860-437-5700		NO
Monster.com	online job posting	hiring.monster.com				2	NO
LinkedIn	online job posting	linkedin.com	California	94085		8	NO
ZipRecruiter	online job posting	ziprecruiter.com	California	90401	877-252-1062	1	NO
RenoHelpWanted.com	online job posting	regionalhelpwanted.com/reno/jobs					NO
Carver Talent	Ty Carver	ty@carvertalent.com	Florida	33572	813-625-2130	1	NO
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Previous Employee reached out						1	NO

5.1 Job Title: ACCOUNT EXECUTIVE

Referral Source(s) of Hiree: On-Air Advertising

Recruitment Sources Notified of Job Vacancy	Source Contact Person	Address	City	ZipCode	Telephone or website	# of Interviewees Referred	Did Source Request Notification Pursuant to Prong 2?
Carson City Health & Human Services Workforce Program	Kelly Kibarra	kibarra@carson.org	Carson City	89706	283-7579		YES
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Reno City Hall	Human Resource Dept.	490 S. Center Room 102	Reno	89501	334-2222		NO
Sierra Nevada Job Corps Center	Anthony Keys/Career Transition Specialist	keys.anthony@jobcorps.org	Reno	89506	789-1017		YES
State of NV Dept. of Employment Security/Job Connect	Gloria (NV Job Central/Silver State Works)	businessservices@nvdestr.org	Reno	89502	284-9636		NO
University of Nevada, Reno School of Business	Dean's Office	Mail Stop 024	Reno	89557	784-4912		NO
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On-Air Advertising	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203	8	NO
Job Fair - 10/26/2020	Tracy White, RMG/ALP	961 Matley Lane, Suite 120	Reno	89502	829-1964 x203	5	NO
Industry Referral	Liz S - RMG A/E	961 Matley Lane, Suite 120	Reno	89502	829-1964	1	NO

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LDS Employment Resource Service	Jean Case, Coordinator	<a href="http://www.ldsjobs.org/ers/company">www.ldsjobs.org/ers/company</a>	Reno	89502			NO
NAACP - Reno/Sparks	Job Postings	<a href="mailto:info@renosparkснаааср.org">info@renosparkснаааср.org</a>	Reno	89510	322-2992		NO
Reno City Hall	Human Resource Dept.	490 S. Center Room 102	Reno	89501	334-2222		NO
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6) **Total # of Interviewees Referred:** For the period from 5/23/2020 to 5/22/2021, this Employment Unit interviewed 31 interviewees for Full-Time job vacancies.

**Responses by source:**

- 1 Nevada Broadcasters Association
- 3 MediaRecruiter.com
- 2 Monster.com
- 8 LinkedIn
- 1 ZipRecruiter.com
- 1 Carver Talent
- 8 Radio ad
- 5 Job Fair 10/26/20
- 1 Industry Referrals
- 1 Previous Employee reached out

7) **Supplemental Recruitment Initiatives:**

**(a) Initiative: JOB SHADOWING**

Reno Media Group and its stations offer job shadowing opportunities to individuals in the community, youth organizations, Washoe County School District and local universities under the supervision of the Director of Operations/Reno Media Group at 961 Matley Lane, #120 in Reno. Individuals have the opportunity to follow an employee of Reno Media Group as they perform their duties, which allows the individual to observe and ask questions about a career in radio broadcasting. This can also be described as an in-depth "field trip". Individuals learn basics such as: hours of work, office etiquette, teamwork, interviewing and resume skills, as well as specific skills related to broadcasting. We had one individual job shadow who was interested in working part-time in broadcasting.

**(b) Initiative: INTERNSHIP PROGRAM**

Reno Media Group and its stations located at 961 Matley Lane #120, Reno, NV 89502, work with Washoe County School District, University of Nevada, Reno School of Journalism and Career Centers, and Truckee Meadows Community College to conduct an internship program. The Business Manager and Director of Operations are the administrators of the internship program. They coordinate with the other station managers and sales managers to work closely with each intern to teach them all aspects of radio broadcasting which includes programming, promotions, production, sales and office clerical. They also report to each educational organization on the intern's progress and make sure they have all the information needed to earn their course credits. We have developed a procedural manual for our internship program to make all departments consistent. We advertise for internships through on-air promotion, websites, universities and job fairs. We had one intern from UNR, School of Journalism from 2/15/21-4/30/21.

**(c) Initiative: PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES**

Reno Media Group's On-Air Talent, Deanna Marie, participated in multiple 30 minute outdoor meet and greets at schools throughout the Washoe County and Carson City School Districts where she talked with students about the broadcast industry and working in radio. She delivered water bottles to the students since water fountains were disabled due to COVID-19 protocols.

- Fremont Elementary - Carson City, NV 9/23/20
- Bordewich Bray Elementary - Carson City, NV 9/23/20
- North Valleys High School - Reno, NV 9/23/20
- Our Lady of the Snows School - Reno, NV 9/30/20
- Sutro Elementary - Reno, NV 9/30/20
- Rollan Melton Elementary - Reno, NV 10/14/20
- Natchez Elementary - Wadsworth, NV 10/14/20
- Incline Elementary - Incline Village, NV 10/21/20
- Vaughn Middle School - Reno, NV 3/20/21

**(d) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING**

Reno Media Group's General Sales Manager, Kara Brown, spoke via Zoom at the University of Nevada, Reno business class "Sales Management and Negotiation - Talent Acquisition" taught by Dr. Hal Lenox on 3/1/21. Kara discussed the radio broadcasting and sales industry, how she recruits candidates for advertising sales, the interview process, training, challenges she meets and words of advice in seeking a career in radio advertising sales.

**(e) Initiative: PARTICIPATION IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCASTING**

All Reno Media Group stations promoted the Fit for Perfect Attendance event throughout the 2019/2020 school year and Director of Operations, Bill Schulz, hosted the event on 6/18/20 virtually due to COVID-19 protocol. This event is put on by a local Honda dealership awarding a new car to a student with perfect attendance. Students wanting to enter into the drawing must have perfect attendance throughout the school year, must graduate and have no disciplinary actions.

**(f) Initiative: HOSTING OF JOB FAIR**

Reno Media Group hosted our annual Job Fair at 961 Matley Lane, Suite #120, Reno, NV on 10/26/20 from 2:00pm-6:00pm. In-person interviews were conducted while still adhering to COVID-19 safety protocols and Zoom interviews were conducted with individuals not comfortable with in-person attendance. We interviewed for various positions such as Account Executives, Sales Assistant, P/T administrative and programming positions.