

KREM-TV/KSKN (TV)
EEO PUBLIC FILE REPORT
10/01/07 - 09/30/08

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Internet Account Executive	1-23, 38, 41	41
Photographer/Editor	1-27, 34, 41	22
News Producer	1-26, 34, 41	34
Reporter	1-26, 34, 41	34
Traffic Assistant	1-23, 38, 41, 44	44
Photographer/Editor	1-27, 34, 41	21
Sales Research Analyst	1-23, 38, 41	41
Digital Media Manager	1-26, 34, 41	23
Reporter	1-26, 34, 41	23
Sales Assistant	1-23, 38, 41	38
Anchor/Reporter	1-26, 34-35, 41	34
News Producer	1-26, 34, 41	21
Reporter	1-26, 34, 41	34
Creative Services Director	1-23, 28, 36, 41-42	42
Weather Anchor/Reporter	1-26, 34-35, 41	34
News Producer	1-26, 34-35, 41	35
Local Sales Manager	1-23, 34, 39, 41	22

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	WorkSource Spokane Mollie Patshkowshi 130 S. Arthur, Spokane, WA 99202 509/532-3080	N	0
2	YWCA Women's Resource Center Job Placement Coordinator 829 Broadway, Spokane, WA 99201 509/326-1190	N	0
3	Martin Luther King Jr. Family Outreach Center Job Placement Coordinator 845 Sherman St., Spokane, WA 99202 509/455-8722	N	0
4	NAACP, Spokane Chapter V. Anne Smith Community Building 35 W. Main, Suite 130 M, Spokane, WA 99202 509/ 323-6368	N	0
5	Institute for Extended Learning Women's/Life Skills Programs 3305 W. Fort George Wright Drive, Spokane, WA 99224 509/279-6068	N	0
6	N.A.T.I.V.E Project Toni Lodge 1803 W. Maxwell, Spokane, WA 99201 509/325-5502	N	0
7	American Indian Community Center Sophie Tonasket 905 E. 3 rd , Spokane, WA 99202 509/535-0886	N	0
8	AARP Senior Employment Job Placement Director 1801 W. Broadway, Spokane, WA 99201 509/325-7712	N	0
9	Spokane Hispanic Business & Professional Association Yvonne Lopez Morton P.O. Box 4516, Spokane, WA 99202-4516 509/363-5330	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
10	Chicano Education Program Job Placement Coordinator MS-170, 198 Monroe Hall Eastern Washington University, Cheney, WA 99004 509/359-2404	N	0
11	West Central Community Center Jan Penney N. 1603 Belt, Spokane, WA 99205 509/326-9540	N	0
12	LDS Employment Resource Services Sherrie Hibbert 200 N. Mullan, Suite 220, Spokane, WA 99206 509/928-2534	N	0
13	Whitworth College Career Planning and Placement 300 West Hawthorne Rd. Spokane, WA 99251 509/777-3272	N	0
14	Gonzaga University Cassandra Marrs E. 502 Boone Ave., Spokane, WA 99258 509/323-4234	N	0
15	Spokane Community College Career & Employment Services N. 1820 Green St. MS2063, Spokane, WA 99217 509/533-7249	N	0
16	Spokane Falls Community College Penny Butters 3410 W. Ft. George Wright Dr., Spokane, WA 99224-5288 Phone: 509/533-3545	N	0
17	Eastern Washington University Career Planning and Placement Job Placement Coordinator 526 5 th Street, MS 120, Cheney, WA 99004-2431 509/359-6600	N	0
18	University of Washington Career Services Emma O'Neill 134 Mary Gates Hall, Box 352810, Seattle, WA 98195 206/543-9107	N	0

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19	Washington State University Murrow School of Communications Glenn Johnson P.O. Box 642520, Pullman, WA 99164-2520 509/335-3068	N	0
20	University of Oregon School of Journalism & Communications Bill Morill Career Services Coordinator 1275 University of Oregon, Eugene, OR 97403	Y	0
21	University of Idaho School of Journalism & Mass Media Glenn Mosley and Karin Clifford P.O. Box 443178 Moscow, ID 83844-3178 208/855-6458 gmosley@uidaho.edu karinc@uidaho.edu		3
22	Word of Mouth Referral	N	3
23	KREM TV Website www.KREM.com Terry Coker 4103 S. Regal Street, Spokane, WA 99223 509/448-2000	N	7
24	National Association of Black Journalists Warren Paul 8701-A Adelphi Rd, Adelphi, MD 20783-1716 301/445-7100	N	0
25	National Association of Hispanic Journalists Michele Vignoli 1193 National Press Building, Washington, DC 20045 202/662-7145	N	0
26	Asian American Journalists Association Francis Hatchindor 1182 Market Street, Suite 320, San Francisco, CA 94102 414/346-2051	N	0
27	National Press Photographers Association (NPPA) Rich Schulman 3200 Croasdaile Dr. Suite 306, Durham, NC 27705 919/383-7246	N	0

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28	PROMAX & BDA Anush Payaslyan 9000 W. Sunset Blvd., Suite 900, Los Angeles, CA 90069 310/788-7600	N	0
29	Mediabizjobs John Stipe P.O. Box 10123, Bozeman, MT 59716 406/570-9263	N	0
30	MediaLine Mark Shilstone P.O. Box 51909, Pacific Grove, CA 93950 800/237-8073	N	0
31	Shoptalk Edward Shen 150 S. 22 nd St. 5 th Floor, New York, NY 10011 212/366-4212 ext.363	N	0
32	JournalismNext.com Eric Wee 1804 W. Abingdon Drive, Suite 202, Alexandria, VA 22314 703/739-0408	N	0
33	Craigslist.org Craig Newmark P.O. Box 225159, San Francisco, CA 94122-5159 415/5669844	N	0
34	Tvjobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4115 877/988-9808	N	24
35	Frank N. Magid Associates, Inc Pat Maday One Research Center, Marion, Iowa 52302 319/447-5488	N	4
36	Lost Remote Cory Bergman Cory@lostremote.com www.lostremote.com	N	0
37	Interface Computer School Chris Tornquist 118 N. Washington, Spokane, WA 99201 509/467-1727	N	0

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38	Spokesman Review Carol Perkins P.O. Box 2160, W. 999 Riverside Avenue, Spokane, WA 99201-1615 509/459-5126	N	21
39	SpotNDots.com Dia Korba 67 Oakdale Rd. Johnson City, NY 13790 888/884-2630 www.selltv@aol.com	N	6
40	Washington State Association of Broadcasters Sandie Makie 724 Columbia Street NW, Suite, 310, Olympia, WA 98501 360/705-0774 www.wsab.org	N	0
41	Internal Posting/Candidates	N	8
42	Graeme Newell Sandy Lizik 602 Communications, 4349 Colter St., Phoenix, AZ 85018 602/954-8373		4
43	The Poynter Institute 801 Third Street South St. Petersburg, FL 33701 888/7696-837 www.poynter.org/careercenter		0
44	Office Team Dee Kirkland 601 W. Riverside Ave, #960 Spokane, WA 99201 509/747-9080 www.officeteam.com	N	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD			82

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participated in an event sponsored by educational institution relating to broadcast careers	10/09/07 – News Assignment Manager gave presentation to University of Idaho Journalism students on job expectations for reporter and photographer employees in a real life newsroom setting.
2	Participated in an event sponsored by educational institution relating to broadcast careers	10/16/07 – Executive News Director was invited to speak to WSU broadcasting students about news producing skills and also to recruit candidates for our News Producer Internship Program.
3	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities	11/10 /07 – KREM TV was honored with the NAACP’s Annual Community Service Award recognizing the station’s diversity initiatives at the 27 th Annual Freedom Fund Banquet. This was the first time in the Spokane Chapter’s history that the Community Service Award was made to a media company. Two of our KREM reporters emceed the event.
4	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities	01/15/08 – Community Marketing Director hosted a career day for a junior high school Boy Scout Troop. The presentation included showcasing different jobs in broadcasting and a discussion of educational and skill requirements.
5	Participated in an event sponsored by educational institution relating to broadcast careers	03/05/08 – Executive News Director was invited to consult with WSU broadcast students and faculty on web producing and advise on retooling WSU’s Daily Evergreen website.

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6	Participated in an event sponsored by educational institution relating to broadcast careers	03/19/08 – Chief Photographer and U of I graduate Staff Photographer were guest speakers at the University of Idaho to discuss what constitutes good visuals in news stories, what to expect when sent out for a story, live shot or B roll video. Both speakers brought examples of what works and what does not work in the storytelling process.
7	Participated in an event sponsored by educational institution relating to broadcast careers	03/19/08 – News Management Team hosted 4 University of Montana broadcast journalism students interested in news producing to job shadow KREM producers. This was followed by a student session on producing skills conducted by Executive News Director
8	Participated in an event sponsored by educational institution relating to broadcast careers and participated in job fair	04/04/08 – General Manager and News Management Staff participated in WSU’s Annual Edward R. Murrow Journalism Symposium serving on various panels that included digital news/web producing, how to develop a resume tape and on how to start your television career and what to expect in your first job. They also critiqued resumes for Journalism students.
9	Training Programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	04/09/08 – KREM Photojournalist attends the National Press Photographer Association News Video Workshop, a week-long intense workshop on the Oklahoma University campus to learn cutting edge photography techniques. Upon return, photographer conducted staff photographer training to share what he had learned.
10	Participated in an event sponsored by educational institution relating to broadcast careers	04/30/08 – Operations Manager was invited to critique a Gonzaga University student broadcast, and provide production coaching.

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11	Participated in an event sponsored by educational institution relating to broadcast careers	05/29/08 – Executive News Director invited to speak at WSU’s Summer School Journalism class focusing on news/web producing skills and recruiting for our News Producer Internship Program.
12	Training Programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	06/01/08 – Assignment Manager attends The Magid Institute News Manager 3-day Workshop in Marion, Iowa; designed as a think-tank to develop new ideas, tactics and leadership ability to support news management development and increase leadership skills.
13	Training Programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	06/01/08 - Producer Academy - Belo and Hearst-Argyle co-sponsor an annual week-long news producing workshop to strengthen news producing skill. One producer was selected for participation this summer and as a result has expanded her job responsibility and scope of work on a higher profile news show.
14	Participated in an event sponsored by educational institution relating to broadcast careers and participated in job fair	07/30/08 – 08/02/08 – Executive News Director participates in UNITY job fair in Chicago, IL. UNITY: Journalists of Color Inc. is a strategic alliance advocating news coverage about people of color, and aggressively challenges organizations at all levels to reflect the nation’s diversity. UNITY represents more than 10,000 journalists of color and is comprised of four national minority journalists associations.
15	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities	08/05/08 - Community Marketing Director invited to speak to the Spokane Chapter of The Boys and Girls Club on television jobs and the educational requirements needed to pursue their career dreams.
16	Participated in an event sponsored by educational institution relating to broadcast careers	09/23/08 – General Manager speaks to WSU Broadcast Management class on his background and experience in the broadcasting business and encouraging students to work hard and take full advantage of their educational opportunities.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
17	Training Programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	2008 Media Sales Academy – Sponsored by Belo, Linn, Post-Newsweek, Hearst-Argyle and Meredith Broadcasting Companies, is an intensive 4 week sales training program designed for account executives to enhance sales skills. One account executive from KREM attended the 2008 training event.
18	Training Programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Ongoing - Belo sponsored comprehensive Paradigm Sales Training Program for all Sales Managers and Account Executives that encompasses selection interviewing, coaching and sales skill enhancement. As a direct result of this training program, we promoted a Sales Research Analyst to an Account Executive during this reporting period.
19	Internship Program	Ongoing - Directed by the Executive News Director and the Assistant News Director, KREM-TV/KSKN-TV designed an intensive, semester-long producer focused internship program for college seniors to address an industry wide shortage of qualified news producers. Students that successfully complete the program are considered job ready for entry level news producing positions. During this reporting period, 1 student completed the program from Gonzaga University.