

KOBI(TV), KOTI(TV), K32DY
EEO PUBLIC FILE REPORT
October 1, 2016 – September 30, 2017

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
Account Executive	1-8, 10-15, 17-19, 22-30, 32-47, 51-52, 57, 62	62
Morning Meteorologist	1-8, 10-15, 17-19, 22-30, 32-47, 51-54, 57, 60, 61, 66	61
Newscast Producer	1-8, 10-15, 17-19, 22-30, 32-47, 50-54, 57-58, 63, 66	58
Multimedia Journalist	1-8, 10-11, 13-21, 23-30, 32-37, 39, 41-43, 45, 47, 51-53, 60	60
Multimedia Journalist/Anchor	1-8, 10-15, 17-19, 22-30, 32-47, 50-54, 57, 60	60

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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 period
1	Arizona State University 555 N. Central Ave., Phoenix, AZ 85004 Contact: Mark Lodato Mark.lodato@asu.edu (602) 496-9415	N	0
2	Bates Technical College 1101 S. Yakima Ave., Tacoma, WA 98405 Contact: Ken Witkoe or Roland Robinson kwitkoe@bates.ctc.edu ; rrobinson@bates.ctc.edu (253) 680-7000	N	0
3	Black United Fund of Oregon 828 NE Alberta, Portland, OR 97211 Contact: Adrienne Livingston bufor@bufor.com ; apulido@bufor.org (503) 282-7973	Y	0
4	College of the Siskiyous 800 College Avenue, Weed, CA 96094 Contact: Ron Demele, Professor ron_demele@yahoo.com (530) 938-5375, ext. 5375	Y	0
5	Confederated Tribes of Warm Springs 1233 Veterans Street, Warm Springs, OR 97761 Contact: Amelia Tewee personnel@wstribes.org (541) 553-1924	N	0
6	Cow Creek Band Umpqua Tribe of Indians 2371 NE Stephens, Roseburg, OR 97470 Rhonda Malone, Social Service rmalone@cowcreek.com (541) 677-5575, ext. 5513	N	0
7	Klamath Community College (Bulletin Board) 7390 South 6 th Street, Klamath Falls, OR 97603 Contact: Kristy English English@klamathcc.edu (541) 882-3521	N	0

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8	Medialine 1209 Wood Valley Rd., Augusta, GA 30909 Contact: Rich Everitt medialine@medialine.com (706) 364-7564	Y	0
9	Mississippi State University PO Box P, 25 Old Main, Mississippi State, MS 39762 Contact: The Career Center MsState@csm.symplicity.com (662) 325-3344	N	0
10	National Lesbian & Gay Journalists Assoc. 1420 K St., NW, Suite 910, Washington, DC 20005 Brian Salkin, Executive Assistant info@nlgja.org (202) 588-9888, ext. 10	N	0
11	Oregon Association of Broadcasters (OAB) 7150 S.W. Hampton St., Suite 240 Portland, OR 97223 Contact: Shannon Johnson theoab@theoab.org (503) 443-2299	N	0
12	Oregon Institute of Technology (OIT) 3201 Campus Dr., Klamath Falls, OR 97601 Contact: Sarah Engelgau sarah.engelgau@oit.edu (541) 851-5179	N	0
13	Oregon State University – Academic Advisor 424 Bexel Hall, Oregon State University, Corvallis, OR 97331 Contact: Jeff Hale jhale@oregonstate.edu (541) 737-1492	N	0
14	Oregon State University – Journalism Coordinator 1500 SW Jefferson St., Corvallis, OR 97331 Contact: Steven Sandberg Steven.sandberg@oregonstate.edu (541) 737-3383	N	0
15	Oregon State University 1500 SW Jefferson St., Corvallis, OR 97331 Contact: Kamela Hammerschmith Kami.hammerschmith@oregonstate.edu (541) 737-0534	N	0

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16	Portland State University 101 SW Madison St., Portland, OR 97204 Contact: Alexis Cabral alexis@univpost.com	N	0
17	Rogue Community College – Computer Science/Graphic Designer Instructor 114 S. Bartlett St., Medford, OR 97501 Contact: Leslie Wilson lwilson@rogucecc.edu (541) 956-7500	N	0
18	Rogue Community College – Communications and Theater Coordinator 114 S. Bartlett St., Medford, OR 97501 Contact: Dr. Doran O'Donnell DODonnell@rogucecc.edu (541) 956-7165	N	0
19	Rogue Community College – Training Services Coordinator 114 S. Bartlett St., Medford, OR 97501 Contact: Janice Richardson JRichardson@rogucecc.edu (541) 956-7500	N	0
20	RCC: Adult Basic Skills and Career Training Director 117 S. Central Ave., Medford, OR 97501 Contact: Laurie Rydell lrydell@rogucecc.edu 541-245-7820	N	0
21	RCC: Workforce and College Prep Dean 117 S. Central Ave., Medford, OR 97501 Contact: Linda Renfro lrenfro@rogucecc.edu 541-956-7116	N	0
22	Rogue Community College – Adult Basic Skills and Career Training Director 114 S. Bartlett St., Medford, OR 97501 Contact: Julie Rossi jrossi@rogucecc.edu (541) 245-7615	N	0

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23	Rogue Community College – Humanities and Communications Chair 114 S. Bartlett St., Medford, OR 97501 Contact: Verne Underwood VUnderwood@rogucecc.edu (541) 245-7569	N	0
24	Southern Oregon University: Rogue Valley TV c/o Director of Business Services 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Howard Schreiber/Joe Brett/Brandon Givens rvtv@sou.edu / schreibh@sou.edu brett@sou.edu / bgivensb@sou.edu (541) 552-6395	N	0
25	Southern Oregon University: Student Emp. Office 1250 Siskiyou Boulevard, Ashland, OR 97520 Contact: Max Brooks brooksm@sou.edu (541) 552-8553	N	0
26	Southern Oregon University: Journalism 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Eric Palmer palmere@sou.edu (541) 552-8433	N	0
27	Southern Oregon University: Emerging Media Center 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: R. Casserly casserlyr@sou.edu (541) 552-6411	N	0
28	Southern Oregon University: Communication Department 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Jody Waters watersj@sou.edu (541) 552-6423	N	0
29	Southern Oregon University: Art Department 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Miles Inada mindada@sou.edu (541) 552-6386	N	0

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30	Southern Oregon University: English Department 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Edwin Battistella BattistE@sou.edu (541) 552-6181	N	0
31	Southern Oregon University: Internship Coordinator 1250 Siskiyou Blvd., Ashland, OR 97520 Contact: Jane Picknell picknelj@sou.edu (541) 552-8018	N	0
32	The Job Council 673 Market Street, Medford, OR 97504 Contact: Linda Lochard/Jim Fong lindal@jobcouncil.org / jimf@jobcouncil.org (541) 842-2570	N	0
33	University of Idaho, Moscow (<i>News only</i>) School of Journalism and Mass Media Shoup Hall Moscow, ID 83844 Contact: Glenn Mosley gmosley@uidaho.edu (208) 855-6020	Y	0
34	University of Nebraska, Lincoln – College of Journalism & Mass Communications 147 Andersen Hall, Lincoln, NE 68588 Contact: Barney McCoy Bmccoy2@unl.edu (402) 472-3047	N	0
35	University of Nebraska, Lincoln – College of Journalism & Mass Communications 147 Andersen Hall, Lincoln, NE 68588 Contact: Rick Alloway Ralloway1@unl.edu (402) 472-6856	N	0
36	University of Oregon – Career Services 1585 E 13 th Ave., Eugene, OR 97403 Contact: Bill Morrill bmorrill@uoregon.com (541) 346-3745	Y	0

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37	University of Oregon Email - School of Journalism 1585 E 13 th Ave., Eugene, OR 97403 Contact: Jim Upshaw jupshaw@uoregon.com (541) 346-3745	N	0
38	University of Oregon – Career and Academic Advisor 1585 E 13 th Ave., Eugene, OR 97403 Contact: Julia Morrill jmorrill@uoregon.edu (541) 346-8709	N	0
39	University of Southern California – Annenberg Student & Career Services 3502 Watt Way, Los Angeles, CA 90089 Contact: Suzanne Alcantara Suzannea@usc.edu (213) 740-6045	N	0
40	Washington State University – Edward R. Murrow College of Communication PO Box 642520, Pullman, WA 99164 Contact: Laura Dubowski Laura.dubowski@wsu.edu (509) 335-4839	N	0
41	Washington State University – Edward R. Murrow College of Communication PO Box 642520, Pullman, WA 99164 Contact: Lucrezia Cuen Paxson Lc.paxson@wsu.edu (509) 335-8857	N	0
42	Washington State University (CACD) Edward R. Murrow College of Communication PO Box 642520 Pullman, WA 99164 Contact: Marvin Marcelo mmarcelo@wsu.edu (509) 335-8835	N	0
43	Willamette University Career Center 900 State Street, Salem OR 97301 Contact: Connie Ralph cralph@willamette.edu Cs-job-postings@willamette.edu (503) 370-6413	N	0

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44	Craig's List Medford, OR http://medford.craigslist.org/	N	0
45	Indeed www.indeed.com 6433 Champion Grandview Way, Bldg.1, Austin, TX 78750 (800) 475-4361	N	1
46	KOBI-TV Website www.kobi5.com	N	0
47	State of Oregon: Employment Department (<i>job postings available online & at job service centers throughout state</i>) 875 Union St. NE, Salem OR, 97311 www.employment.oregon.gov Contact: Karen Llewellyn (541) 776-6060	N	0
48	Oregon Institute of Technology 3201 Campus Dr., Klamath Falls, OR 97601-8801 http://www.oit.edu/career Contact: David Westhart david.westhart@oit.edu Tel: (541) 851-5020, Fax: (541) 885-1022	N	0
49	Rogue Community College – Website Posting 3345 Redwood Highway, Grants Pass, OR 97527 Contact: Jeanine Hawk www.roguecc.edu/employment (541) 956-7500	N	0
50	Southern Oregon University: Career Center 1250 Siskiyou Boulevard, Ashland, OR 97520 Contact (Career Services): Sharon Fink www.sou-csm.symplicity.com careerservices@sou.edu (541) 552-6213	N	0
51	State Broadcasters Career Page (<i>national job bank for broadcasters</i>) www.careerpage.org	N	0
52	TV Jobs – Broadcast Employment Services www.tvjobs.com P. O. Box 4116, Oceanside, CA 92052 Contact: Mark C. Holloway admin@tvjobs.com Tel: (760) 754-8177, Fax: (760) 754-2115	N	0

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53	University of Oregon Website Posting - Career Center 1275 University of Oregon, Eugene, OR 97403 Contact: Jim Upshaw (541) 346-3745 www.Uocareer.uoregon.edu	N	0
54	Washington State University (CACD) 180 Lighty Student Services Building PO Box 641061 Pullman, WA 99164 www.wsu-csm.symplicity.com/employers	N	0
55	KLSR FOX TV - Bulletin Board (internal) 2940 Chad Drive, Eugene, OR 97408 FoxTeeVee@aol.com Contact: Mark Metzger (541) 683-3434	N	0
56	KOBI-TV – Email (internal) 125 South Fir St., Medford, OR 97501 Contact: Chelsea Valdez kobiall@kobi5.com (541) 779-5555	N	0
57	KOBI-TV - Bulletin Board (internal) 125 South Fir St., Medford, OR 97501 (541) 779-5555	N	1
58	KOBI-TV – Internship Program 125 South Fir St., Medford, OR 97501 Contact: Chelsea Valdez cvaldez@kobi5.com (541) 779-5555	N	1
59	KOTI-NBC2 - Bulletin Board & Email (internal) 222 S. 7 th Street, Klamath Falls, OR 97601 Contact: Brette Bliss kotiall@koti2.com (541) 882-2222	N	0
60	YouTube (active candidate sourcing/self-referral) www.youtube.com 901 Cherry Ave., San Bruno, CA 94066 Fax: (650) 253-0001	N	6
61	Internal Transfer/Promotion	N	1
62	Employee Referral	N	1
63	Non-Employee Referral	N	2

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64	Walk-In/Self-Referral	N	0
65	Unknown Referral Source	N	1
66	Filmagon www.filmagon.com	N	0
67	Newsblues.com <i>(not directly contacted by SEU)</i>	N	0
TOTAL NUMBER OF INTERVIEWEES OVER REPORTING PERIOD:			14

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
1	Management-level training regarding equal employment opportunity and preventing discrimination (3).	<ul style="list-style-type: none"> • On 10/11/16, our Human Resources Director attended a seminar sponsored by the Rogue River Valley University Club, entitled, “How to Have Difficult Communications.” This seminar’s main focus was to set clear boundaries when dealing with difficult situations. • On 01/24/17, our Human Resources Director attended a seminar sponsored by the Chamber of Medford/Jackson County, entitled, “The Post-Election Picture for Employers: Employment Law Series – Part 1”. This seminar’s focus was to explain that employers can expect some dramatic shifts in 2017 and the potential effects on employment laws. • On 04/25/17, our Human Resources Director attended a seminar sponsored by the Chamber of Medford/Jackson County, entitled, “Your Good Deeds Should Go Unpunished: A Primer in Employment Benefits Compliance: Employment Law Series – Part 2”. This seminar was an up-to-the-minute discussion of all things employee benefits.
2	Events or programs sponsored by a community organization relating to career opportunities in broadcasting.	On 03/04/2017, our News Producer spoke to approximately 20 adults at a workshop called "Marketing for Creatives" at Circuit Youth in Ashland, OR. She spoke about how to communicate with journalists about creative projects and events in order to make it easy for reporters to cover them -- and in turn boost the likelihood of getting on air. She included topics such as best practices for sending out information and also how to think like a news producer in order to best present why a project would make a good news story.
3	Events or programs sponsored by educational institutions relating to career opportunities in broadcasting (2).	<p>On Monday, 04/17/17, our Owner/President and General Manager/Vice President spoke to a business class at Southern Oregon University. They discussed the various aspects of working at a television station, the challenges, the business model and the importance that social media plays. There were 18 students in attendance and they provided great feedback about how we can increase our audience with young viewers, such as YouTube Live, Snapchat, and Instagram.</p> <p>Three of the students from the class visited KOBI on 04/27/17 for a tour and to watch the production of the 5pm Newscast.</p>
4	Events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	On 06/05/17, our News Producer spoke to an Advanced Editing class of approximately 20-25 students at Southern Oregon University. She spoke about her background in film and print, but spent the majority of her time speaking about her time at KOBI. She discussed newsroom workflow, showed how a rundown is put together, broke down how a package is put together, explained some terminology (VO’s/VOSOT’s/packages, etc.), and talked about how news editing is different from film editing. She also talked to the class about how to find news jobs, improve their chances for getting hired and soft skills for being successful.

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	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
5	Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Between June 20-22, 2017, our General Manager and Creative Services Director attended the Promax BDA Station Summit, the largest gathering of the local broadcast marketing community and attended sessions to learn about social media innovations, maximizing viewership, and demographic changes in multi-media platform users.
6	Internship Program.	<p>Our SEU regularly offers an internship program to local students, allowing them to work closely with staff to learn the "behind-the-scenes" functioning of a broadcast station. During the programs, our interns shadow SEU staff, participating in news gathering, editing, story writing, camera operating, and on-air broadcasts. They also have the opportunity to seek career advice and ask questions related to jobs in broadcasting. During this reporting period, our SEU hosted three students from the following schools:</p> <ul style="list-style-type: none"> ▶ Crater Renaissance Academy, News Dept., Sept. 8, 2016 – Jan. 19, 2017 ▶ Crater Academy of Health & Public Services, News Dept., Dec. 7, 2016 – Apr. 15, 2017 ▶ South Medford High School, News Dept., July 24-28 2017