KTUU-TV

ANNUAL EEO PUBLIC FILE REPORT

Placed on September 30, 2011

The purpose of this EEO Public File report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule.

This Report has been prepared on behalf of the station employment unit that is comprised of the following station (s):
KTUU-TV, Channel 2, Anchorage, Alaska
Translators: K10NC, Channel 10, Kenai-Soldotna, Alaska, K09JE, Channel 9, Palmer, Alaska, K04DS, Channel 4, Cooper Landing, Alaska
and is required to be placed in the public inspection file, and on the station's Web site.

The information contained in this Report covers the time period beginning October 1, 2010 to and including September 30, 2011.

The FCC's 2003 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by KTUU-TV Channel 2 during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1

EEO Public File Report Form

Covering the Period from October 1, 2010 to September 30, 2011

Station(s) Comprising Station Employment Unit: **KTUU-TV**
Translators: K10NC, K09JE, K04DS

Section 1: Vacancy Information

Full-time Positions Filled By Job Title		Recruitment Source Of Hiree
1)	Director of Digital Content	Word of mouth
2)	News Producer	Current on-call employee
3)	Sports Reporter/Fill-in Anchor	Word of mouth
4)	Producer/Web Content Producer	TVjobs.com
5)	Account Executive	Craigslist
6)	Photojournalist	Word of mouth
7)	Master Control Board Operator	Word of mouth
8)	Operations Spot Digitizer/Floor Director	KTUU web site
9)	Sales/Traffic Assistant	KTUU web site
10)	Assignment Editor	Current employee promotion
11)	Photojournalist	Employee referral
12)	Director of Sales	Current employee promotion
13)	Marketing Director	Current on-call employee
14)	Sales Administrative Assistant	Craigslist

***Total Number of Persons Interviewed During Applicable Period: 36**

Appendix 2

EEO Public File Report Form

Covering the Period from October 1, 2010 to September 30, 2011

Station(s) Comprising Station Employment Unit: **KTUU-TV**
Translators: K10NC, K09JE, K04DS

Section 2: Recruitment Source Information

Recruitment source	Total # of interviewees this source provided during this reporting period	Full-time positions for which this source was utilized in recruitment
Anchorage Daily News	0	
Alaska Job Center Network	0	1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Alaska Broadcaster's Association	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
UAA Career Services Center	0	1, 5, 14
UAA Journalism & Public Comm.	0	2, 3, 4, 6, 9, 10, 11, 13, 14
Charter College Placement Center	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Career Academy	0	2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Calista Corp. Job Placement	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Chugach Alaska Corp.	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
NAACP	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Ft. Richardson Employment Readiness	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Elmendorf AFB Career Assistance	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Alaska's People	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Recruitment Source	Total # of Interviewees This Source Has Provided During This Period	Full-time Positions For Which This Source Was Utilized
King Career Center	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Covenant House Job Development	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Alaska Women's Resource Center	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Abused Women's Aid in Crisis (AWAIC)	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
State of Alaska Div. of Vocational Rehabilitation	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
YWCA	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Nine Star Enterprises, Inc.	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
WA Vocational Services, Alaska	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
National Assoc. of Hispanic Journalists	0	2, 3, 4, 6, 10, 11
South Asian Journalists Association	0	2, 3, 4, 6, 10, 11
California Chicano News Media Assoc.	0	2, 3, 4, 6, 10, 11
Arc of Anchorage	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Pathways Employment Solutions	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Service Solutions	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13,14
Cook Inlet Tribal Council	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Schurz Communications, Inc.	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Medialine web site	0	2, 3, 4, 6, 10, 11
Recruitment Source	**Total # of Interviewees This Source Has Provided During This Period**	**Full-time Positions For Which This Source Was Utilized**
Alaska Pacific University	0	10, 11, 12, 13, 14
Employer Support of the Guard & Reserve (ESGR)	0	10, 11, 12, 13, 14
TVjobs web site	2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
KTUU-TV web site	2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Craigslist web site	12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
TVandRadioJobs web site	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Media-Match web site	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14
Ads in USA web site	0	2, 3, 5, 6, 7, 9, 12, 13, 14
Journalism Jobs web site	0	
Web Designer Wall web site	0	
Monster web site	0	
Linkedin web site	0	
Alaska Linux Users Group	0	
The Society of Broadcast Engineers	0	
Current employees, word of mouth, employee referrals, previous applicants, and unknown	20	N/A

Recruitment Source Listing Contact Information

Anchorage Daily News
1001 Northway Dr.
Anchorage, AK 99508

Shari Fulton
257-4233
sfulton@adn.com

Alaska Job Center Network
3301 Eagle St.
Anchorage, AK 99504

ALEXsys online job bank connection
269-4777
www.jobs.state.ak.us

Alaska Broadcasters Association
PO Box 102424
Anchorage, AK 99510

Cathy Hiebert
258-2424
akbagold@gci.net

UAA Career Services Center
3211 Providence Dr., BEB 122
Anchorage, AK 99508-8279

Ariane Johnson
786-4514
www.uaacareerservices.com

UAA Journalism & Public Communications Dept.
3211 Providence Dr.
Anchorage, AK 99508-8279

Audrey Jo Malone
786-4180
anajf@uaa.alaska.edu

Career Academy
4028 Hood Ct
Anchorage, AK 99517

Sally Carter
563-7575
sally@careeracademy.edu

Charter College Career Placement Office
2221 E. Northern Lights, Suite 120
Anchorage, AK 99508

Wendy Novak
777-1344
wendy.novak@chartercollege.edu

Calista Corp. Job Placement
301 Calista Ct., Suite A
Anchorage, AK 99518-3028

Leah Campbell
644-6315
lcampbell@calistacorp.com

Chugach Alaska Corp.
560 E. 34th Ave
Anchorage, AK 99503-4196

Darlene Holst
563-8866
dholst@chugach-ak.com

NAACP
325 E. 3rd Ave
Anchorage, AK 99501

Rev. Dr. William Greene
272-8717 222-0907 fax
naacp@alaska.net

Ft. Richardson Employment Readiness
Bldg. 337, Room 3, 5th & Hoonah
Fort Richardson, AK

Mike Spann & Frederica Norman
384-6716
mike.spann@us.army.mil

Elmendorf Career Assistance Elmendorf AFB Elmendorf, AK	Mike Lemaitre 552-3872 michael.lemaitre@elmendorf.af.mil
Employer Support of the Guard & Reserve (ESGR) Fort Richardson, AK	Bradley Miller 428-6829 bradley.lee.miller@us.army.mil
Alaska's People 2600 Cordova St., Suite 211 Anchorage, AK 99503	Mark Hiratsuka 793-3371 mhiratsuka@citci.com
King Career Center 2650 E. Northern Lights Anchorage, AK 99508	Dean Vogt 240-1684 vogt_dean@asdk12.org
Covenant House Job Development 750 W. 5th Anchorage, AK 99501	Kathy Segal 339-4430 ksegal@covenanthouse.org
Alaska Women's Resource Center 610 C St., Suite 2A Anchorage, AK 99501	Marga 264-4219 279-6754 fax
Abused Women's Aid In Crisis (AWAIC) 100 W. 13th Ave Anchorage, AK 99501	Ashley Sitkin 279-9585 279-7244 fax
State of AK, Div. Of Vocational Rehabilitation 3600 Bragaw St. Anchorage, AK 99508	Gloria Lewellyn 269-2071 gloria_lewellyn@labor.state.ak.us
YWCA 324 E. 5th Ave Anchorage, AK 99501	Darlena Fritzler 644-9605 dfritzler@ywcaak.org
Nine Star Enterprises, Inc. 117 West 4th Ave Anchorage, AK 99501	Harry Banahan 644-8259 harryb@ninestar.com
Washington Vocational Services - Alaska 4050 Lake Otis Pkwy, Suite 103 Anchorage, AK 99508	Lynne Sauve 562-7017 lynnes@wvs.org
National Association of Hispanic Journalists 529 14th S. NW Washington, DC 20045-2001	202-662-7145 202-662-7145 www.nahj.org

South Asian Journalists Association
2950 Broadway
New York, NY 10027

212-854-5979
www.saja.org

California Chicano News Media Association
300 S. Grand Ave., Suite 3950
Los Angeles, CA 90071-8110

213-437-4408
www.ccnma.org

Arc of Anchorage
2211 Arca Dr.
Anchorage, AK 99508

Danny Parish
777-0395 272-2161 fax
dparish@arc-anchorage.org

Pathways Employment Solutions
4050 Lake Otis Pkwy., Suite 103
Anchorage, AK 99508

Patty Westbrook
562-7014 344-7284 fax

Service Solutions
1251 Muldoon Rd., Suite 156
Anchorage, AK 99504

Josetta Cranston
269-0062
Josetta_solutions@yahoo.com

Cook Inlet Tribal Council
3600 San Jeronimo
Anchorage, AK 99508

Freida McCord
793-3675
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Alaska Pacific University
4101 University Dr
Anchorage, AK 99508

Kathleen Miner
564-8265
kminer@alaskapacific.edu

Medialine.com web site
PO Box 51909
Pacific Grove, CA 93950

Mark Shilstone
800-237-8073
medialine@medialine.com

Schurz Communications, Inc.
1301 E. Douglas Rd.
Mishawaka, IN 46545

Rachael Adkins
574-247-7237
radkins@schurz.com

TVjobs web site	www.tvjobs.com
KTUU-TV web site	www.ktuu.com
Craigslist web site	www.craigslist.org
TVandRadioJobs web site	www.tvandradiojobs.com
Media-Match web site	www.media-match.com
Ads in USA web site	www.adsinusa.com
Journalism Jobs web site	www.journalismjobs.com
Web Designer Wall web site	www.jobs.webdesignerwall.com
Monster web site	www.monster.com
Linkedin web site	www.linkedin.com
Alaska Linux Users Group	www.aklug.org
The Society of Broadcast Engineers	www.sbe.org

Appendix 3

EEO Public File Report Form

Covering the Period from October 1, 2010 to September 30, 2011

Station(s) Comprising Station Employment Unit: **KTUU-TV**
Translators: K10NC, K09JE, K04DS

Section 3: Supplemental (non-vacancy specific) Recruitment Activities

Menu Option	Brief Description
#5 – establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	KTUU's news department has an established unpaid internship program available to college students. They must receive college credit in exchange for their work at KTUU and follow their school's guidelines for internships. Their advisor's recommendation along with a letter confirming the student will receive college credit is required. News interns perform a variety of behind-the-scenes work, such as shadowing reporters and photographers, writing their own version of stories, observing in the edit bays, beat checks, calling police & fire departments for news of the day, checking the wire service for stories, finding file tapes and assisting with scripts. The ultimate goal is for the intern to complete their internship with a completed "resume" tape in hand demonstrating their reporting skills and what they've learned. During this reporting period KTUU had 1 news intern, who was hired as a part-time employee immediately after the internship was completed.
#8 – establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	As a matter of course, employees in all departments are cross-trained to acquire the skills necessary to qualify them for higher level positions that may become available. As a result, 14 employees were promoted during this report's period.

#16 - participation in other activities designed by the station 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.	EEO broadcast notice to acquire additional recruitment sources, aired on station from Oct 2010 through Sept 2011. Station openings were disseminated out into the community via our list of local recruitment sources. *Careers in Broadcasting* brochure produced by the Alaska Broadcasters Association is available to the public in our station reception area. KTUU has an ongoing working relationship with Alaska's school districts, in participation with the school's journalism & news broadcast teams. As a service to our community, we offer station tours to schools, groups and organizations. The tours are designed to allow guests the opportunity to observe the operations of a television station while watching a live newscast, plus ask questions about job opportunities in broadcasting. We conducted approximately 20 tours during this reporting period.
Miscellaneous activities:	HR Director, Laura Swen, attended sessions at the Alaska Broadcasters Association and Alaska Public Broadcasting's annual conference on 11/4/10. Topics covered: *Ethics & Obligations in Broadcasting*, and *FCC Regulatory Updates*. HR Director, Laura Swen, and department supervisors, Shannon Fisk and Liz Hammer attended The Growth Company's training session on 1/19/11. Topics covered: *Investigating Workplace Conflicts, Conducting a Discrimination/Harassment Investigation, and Investigation into Allegations of a Hostile Work Environment.* Station managers/supervisors have ongoing participation in the Schurz corporate online EEO-compliance related training. Courses covered: *Understanding the ADA, FMLA, Rightful Employment Termination, EEO & Discriminatory Practices in Hiring, Workplace Harassment, Sexual Harassment Awareness, FLSA.* Station Meteorologists conducted presentations to students at various elementary schools within the Anchorage School District.

Menu Options

1. Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.
2. Hosting of at least one job fair.
3. Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
9. Establishment of a mentoring program for station personnel.
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

16) Participation in other activities designed by the station 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.