



WOWT NBC OMAHA

WOWT-TV EEO PUBLIC FILE REPORT 02/01/16 – 1/31/17

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 (2)	1, 2, 3, 5, 8, 9, 10, 15, 16, 17, 18, 19, 20, 21, 22, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	17, 59
Assignment Editor	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	59
Assistant News Director	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	59
Digital Sales Assistant	1, 2, 3, 5, 8, 9, 10, 15, 16, 17, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	17
Director of Technology	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	18
Executive Assistant	1, 2, 3, 5, 8, 9, 10, 15, 16, 17, 18, 19, 20, 21, 22, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	59
Managing Editor	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	18
Media Specialist	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11
News Producer (4)	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	59, 11, 11, 11
Photographer BPJ	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Technical Media Producer (2)	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11, 59
Reporter BPJ (2)	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11, 11
Weekend Morning Anchor	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	18
Anchor Producer Reporter	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	59
Meteorologist	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11
Photographer	1, 2, 3, 5, 8, 9, 10, 11, 15, 16, 17, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	11
Coordinator – Community Affairs	1, 2, 3, 5, 8, 9, 10, 15, 16, 17, 18, 19, 20, 21, 22, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	18
Associate Graphic Designer	1, 2, 3, 5, 8, 9, 10, 15, 16, 18, 19, 20, 21, 22, 25, 28, 29, 31, 32, 33, 34, 35, 36, 37, 38, 40, 47, 53, 54, 57, 58, 59, 60, 61, 62	18

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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 12-month period
1	BELLEVUE UNIVERSITY Colleen Plosek 1000 Galvin Road South Bellevue, NE 68005 (402) 557-7416 (402) 557-5432 careerservices@bellevue.edu Online job postings to JobZone	Yes	0
2	CHADRON STATE COLLEGE Janet Hartman 1000 Main Street Chadron, NE 69337 (308) 432-6439 jhartman@csc.edu	Yes	0
3	COLLEGE OF ST. MARY Jen McCarthy, Asst. Director of Achievement Center 1901 S. 72 nd Street Omaha, NE 68124 (402) 399-2485 / (402) 399-2686 – FAX jmccarthy@csm.edu	Yes	0
4	COLLECTIVE TALENT Michael Bille 1721 Richardson Place Tampa, FL 33606 813.254.9695 www.collectivetalent.com (Post directly to Site – Onair positions only)	No	0
5	COLUMBIA UNIVERSITY Graduate School of Journalism Julie Hartenstein, Deputy Director of Career Services 2950 Broadway New York, NY 10027 (212)854-9198 jh548@columbia.edu	No	0
6	CONCORDIA UNIVERSITY-NE Corey Gray 800 N Columbia Ave Seward, NE 68434 402-643-7226 Corey.Gray@cune.edu Online job postings to JobZone	Yes	0
7	CRAIGSLIST.COM	No	0
8	CREIGHTON UNIVERSITY CAREER CENTER D'Lynn Buck 2500 California Plaza Omaha, NE 68178 402-280-3895 careercenter@creighton.edu	Yes	0

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9	DOANE COLLEGE Sarah Begay 4020 S 147 th , Ste. 100 Omaha, NE 68137 402-826-8502 career@doane.edu Online job postings to JobZone	Yes	0
10	DEVRY UNIVERSITY 11224 Holmes Road Kansas City, MO 64131 (816)943-7400 FAX (816)943-7554 kcc-careerservices@devry.edu	Yes	0
11	EMPLOYEE REFERRAL	No	14
12	FACEBOOK.COM Notice of Openings Posted by HR Director	No	0
13	FORMER EMPLOYEE REFERRAL	No	1
14	GRAY TELEVISION STATION GROUP Dottie Boudreau 1114 Grand Avenue Wausau, WI 54403 (715) 845-4211 Dottie.Boudreau@gray.tv <i>Source sends postings to all Gray TV stations.</i>	No	0
15	HASTINGS COLLEGE Kimberly Graviette P O Box 269 710 N. Turner Avenue Hastings, NE 68901 Director of Career Services (402) 461-7400 / FAX (402) 461-7474 kgraviette@hastings.edu Online job postings to JobZone	Yes	0
16	HUTCHINSON COMMUNITY COLLEGE Betty Ann Kelly, Placement Office Secretary 1300 North Plum Hutchinson, KS 67501 (620) 665-3495 / FAX (620) 728-8139 kellyb@hutchcc.edu Post openings to: https://www.collegecentral.com/hutchcc/	Yes	0
17	INDEED.COM	No	5
18	INTERNAL CANDIDATE (Currently Employed – All Staff are notified of New Job Openings by the HR Director)	No	10
19	IOWA STATE UNIVERSITY Juli Probasco Sowers Greenlee School of Journalism & Communications 613 Wallace Road Ames IA 50011 (515) 294-9957 julip@iastate.edu or krist@iastate.edu use online posting instructions: http://cyhire.iastate.edu/employers/	No	0

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20	IOWA WORKFORCE DEVELOPMENT Elizabeth Carlson 300 W. Broadway, Suite 13 Council Bluffs, IA 51503 (712) 352-3480 ext 45140/ FAX (712) 352-3487 Elizabeth.carlson@iwd.iowa.gov	Yes	0
21	KANSAS STATE UNIVERSITY 705 N. 17th Street 148 Berney Family Welcome Center Manhattan, KS 66506 785-532-6506. careercenter@k-state.edu Post openings to https://www.k-state.edu/careercenter/employers/	Yes	0
22	KAPLAN UNIVERSITY Megan Keck 1821 K Street Lincoln, NE 68508 (402) 474-5315 mkeck@kaplan.edu jlemon@kaplan.edu	Yes	0
23	LINKEDIN.COM Notice of Openings Posted by HR Director	No	0
24	MARKETING IDEANET 602 Communications Graeme Newell (704) 543-1426 gnewell@602communications.com (Promotion and Creative Services positions ONLY)	No	0
25	MEDIALINE.COM Mark Shilstone medialine@medialine.com only news postings	No	0
26	METROPOLITAN COMMUNITY COLLEGE Lorette Teal, Business Partnerships Consultant PO Box 3777 Omaha, NE 68103-0777 402.457.2546 Fax: 402.457.2607 lteal@mccneb.edu Post Openings Directly to NeWorks	No	0
27	Iowa Workforce Development Elizabeth Carlson 1000 East Grand Avenue Des Moines, Iowa 50319-0209 Telephone: (515) 281-5387 Elizabeth.carlson@iwd.iowa.gov http://www.iowaworkforce.org/misclassification/	Yes	0

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28	MIDLAND UNIVERSITY Connie Bottger, Director of Career Development 900 N Clarkson Street Fremont, NE 68025 (402) 941-6471 (402) 727-5676 krekemeier@midlandu.edu Online job postings to JobZone	Yes	0
29	MITCHELL TECHNICAL INSTITUTE Elizabeth Kitchens / Employment Coordinator 1800 E Spruce Mitchell, SD 57301 800-684-1969 605-995-7136 Fax: 605.995-3083 liz.kitchens@mitchelltech.edu Post openings to: https://www.mitchelltech.edu/ and follow posting instructions	No	0
30	MONSTER.COM (\$) Jason Trennepohl (317)616-5700	No	0
31	NATIONAL PRESS PHOTOGRAPHERS ASSN. Job Information Bank Via Email to Regional Chair as follows: Roger Hamer (402)233-7805 rlhamer@hotmail.com and roger.hamer@wowt.com	No	0
32	Iowa Western Community College Keely Odell and Abigail Berthold 2700 College Rd. Council Bluffs, IA 51503 712-256-7026 kodell@iwcc.edu and aberthold@iwcc.edu	yes	1
33	NEBRASKA BROADCASTERS ASSOCIATION Nebraska Broadcasters Association 11414 W. Center Rd., Suite 342 Omaha, NE 68144 402-933-5995 jim@ne-ba.org	Yes	1
34	NEBRASKA CAREER CONNECTIONS Lynn Willey Nebraska Career Connections 8800 O St Lincoln, NE 68520 402-437-2622 lwilley@southeast.edu and placement@southeast.edu	No	0

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35	NEBRASKA WESLEYAN UNIVERSITY Gerri Cotter, Director Career Development Career Center 5000 St. Paul Avenue Lincoln, NE 68504-2794 (402) 465-2224 (402) 465-2109 career@nebrwesleyan.edu Online job postings to JobZone	No	0
36	NEW HORIZONS COMPUTER LEARNING CENTER Deb Jenkins 2125 North 120 th Street Omaha, NE 68164 (402) 331-4123, ext. 202 djenkins@omahanh.com	Yes	0
37	NORTHEAST COMMUNITY COLLEGE Amy Koehler 801 E. Benjamin Avenue, P O Box 469 Norfolk, NE 68702-0469 (402) 844-7263 (402) 844-7400 Fax (NCRC) amy@Northeast.edu Post openings to: http://www.northeast.edu/Career-Services/Employers.aspx	Yes	0
38	NORTHWEST MISSOURI STATE UNIVERSITY Renee Riedel 800 University Drive Administration Building 130 Maryville, MO 64468 660-562-1343 reneer@nwmissouri.edu Post to openings to https://nwmissouri-csm.symplicity.com/employers/index.php?s=home	Yes	0
39	OTHER – MISCELLANEOUS, NON-REGULAR AND INCONSISTENT REFERRAL SOURCE(S) (hear-say through friends, unidentified source, walk-in, etc.)	No	1
40	PERU STATE COLLEGE Jamie Eberly P.O. Box 10, 600 Hoyt St. Peru, Nebraska 68421 402-872-2436 jeberly@peru.edu Online job postings to JobZone	Yes	0
41	POSTJOBSNOW.COM (\$) paulallen@postjobsnow.com	No	0
42	POYNTERONLINE.COM (\$) (Website for Journalists) 801 Third Street South St. Petersburg, FL 33701 Phone (888) 769-6837 Brian Warner, x. 237 or Colleen www.poynteronline.com	No	0

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43	RTNDA JOB BULLETIN (\$) Radio-Television News Directors Association 1600 K Street NW, Suite 700 Washington, DC 20006 800.80.RTNDA / 202.467.5208 / Fax 202.223.4007 Nicole Newsome www.rtnnda.org/jobs/post	No	0
44	SOUTHEAST COMMUNITY COLLEGE Lynn Willey 1600 K Street NW, Suite 700 Lincoln, NE 68520 (402) 437-2622 placement@southeast.edu	Yes	0
45	SPOTS-N-DOTS (\$) Daily News of TV Sales S'N'D Publications 1567 Oakdale Road TV City, NY 13970 selltv@aol.com (888)884-2630 / Fax 607-729-7331 (Sales and Marketing positions only)	No	0
46	TALENTZOO.COM (\$)	No	0
47	TV JOBS .COM Mark Holloway PO Box 4116 Oceanside, CA 92052 (800) 374-0119 www.tvjobs.com	No	0
48	TVNEWSDAY.COM (\$)	No	0
49	TVSPY.COM (\$)	No	0
50	TWITTER.COM Notice of Openings Posted by HR Director	No	0
51	UNION COLLEGE Deborah Bogdon 3800 S. 48 th Street Lincoln, NE 68506 (402) 486-2540 career@ucollege.edu Online job postings to JobZone	Yes	0
52	UNITY / JOURNALISMNEXT.COM (\$) Allison DeSevo 1601 North Kent Street, Suite 1003 Arlington VA 22209 (703) 469-2100 / FAX (703) 469-2108 www.journalismnext.com	No	0
53	UNIVERSITY OF NEBRASKA – KEARNEY Judy Spivey Department of Communications Mitchell Center Kearney, NE 68849 (308) 865-8249 (308) 865-1537 Fax spiveyj@unk.edu	Yes	0

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54	UNIVERSITY OF NEBRASKA – LINCOLN Rick Alloway College of Journalism & Mass Communications, UNL 147 Andersen Hall, UNL Lincoln, NE 68588 (402) 472-8052 careerservices@unl.edu and ralloway1@unl.edu posting instructions https://unl-csm.symplicity.com/employers	Yes	0
55	UNIVERSITY OF NEBRASKA – OMAHA Chris Allan Television / Eng. #200 6001 Dodge St. Omaha, NE 68182-0234 (402) 554-2516 / FAX (402) 554-2440 callen@unomaha.edu	Yes	0
56	UNIVERSITY OF NEBRASKA – TV Rick Alloway, Placement Director Broadcasting Department 147 Andersen Hall TV, NE 68588-0466 Placement Director Rick Alloway (402) 472-6856 (402) 472-8403 Fax ralloway1@unl.edu	Yes	0
57	WAYNE STATE COLLEGE Heather Reinhardt / Terri Heggemeyer 1111 Main Street Wayne, NE 68787 (402) 375-7425 careerservices@wsc.edu	No	0
58	WESTERN NEBRASKA COMMUNITY COLLEGE Katy Larson 1601 E. 27 th Street Scottsbluff, NE 69361 (308) 635-6050 larsonk@wncc.net Online job postings to JobZone	Yes	0
59	WOWT.COM	No	9
60	YORK COLLEGE Mr. Tracey Wyatt 1125 E. 8 th Street York, NE 68467 (402) 363-5615 tlwyatt@york.edu	Yes	0
61	NEworks - NE Department of Labor Debbie Christensen encompasses all NE Department of Labor offices. When a referral comes from any given location, it is considered the NE Department of Labor, thus the one (1) website is used https://neworks.nebraska.gov/loginintro.asp	No	0

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62	UNIVERSITY OF KANSAS 320 Anschutz Library, 1301 Hoch Auditoria Dr Lawrence, KS 66045 785-864-3624 ucc@ku.edu	No	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD:			42

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>Our station has a robust internship program. College students work at the station for several months to receive college credit. They work in a variety of departments, including news, sports and promotions and are supervised by the manager of the relevant department. During this reporting year, our station had the following interns.</p> <p>1-2016 to 4-2016 – 2 Midland University students interned in News</p> <p>5-2016 to 8-2016 – 4 Univ of NE Lincoln, 1 Univ of NE Omaha, 1 Syracuse Univ, 1 Univ of Northern CO, 1 Wayne State College, 1 Univ of Texas Austin students interned in News.</p>
2	Participate in Event or Program Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting	<p>4/8/16 – An Anchor/Reporter spoke at a Midwest Broadcast Journalism Conference, presented best practices for story-telling for college students and professionals.</p> <p>10/17/16 – An Anchor/Reporter spoke at the NHSPA Journalism Convention. She gave “on-air” tips to college students, pursuing a journalism/broadcast degree.</p> <p>10/17/16 – A Anchor/Reporter participated in UNL’s Journalism Conference</p> <p>11/30/16 – An Anchor was a panel speaker at the University of Nebraska Omaha. She spoke on broadcast careers and women’s role in the community.</p> <p>11/30/16 – Our HR representative participated in a mock interview with over 200 students from University of NE Omaha.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Scholarship Program	<p>WOWT Broadcast Scholarship Program (Ongoing):</p> <ul style="list-style-type: none"> • The Public Service Announcement calling for applications for the 2016 Broadcast Scholarship began airing 12/31/16 and continued to air to 5/1/16. Applicants were also sought via WOWT.com, Facebook and Twitter. • A total of 7 applications were received. The News Director, Creative Services Director, Office Manager, Programming and Community Affairs Director met 5/23/16 and reviewed all applications to determine and choose those to be interviewed. Four were chosen for interviews that took place 6/6 and 6/7/16. • A luncheon was held 6/19/16 at which the scholarship awards of \$1000 each were presented to the two recipients. All WOWT management were present as well as our two prime time anchors who shared/discussed their career paths with the recipients. A spot aired throughout the summer recognizing the scholarship recipients. • Solicitations for the next year's scholarship awards began in January 2017 on-air and via WOWT.com, Facebook and Twitter.
4	Activity Designed to Help Disseminate Information Concerning Broadcast Employment Opportunities	<p>Spring 2016 Semester and Fall 2016 Semester: Our Special Projects Writer/Producer teaches a class for UNO sophomore broadcast students which is an introduction to TV production and provides interview projects, commercials and a mini-newscast experience. The students are brought to the WOWT facilities the last day of each semester session. During this reporting period, this individual taught this course during both the Spring and Fall 2016 semesters.</p>
5	Participate in Job Fairs	<p>On March 4, 2016 our News Director attended the "Springboard your career" job fair at University of NE Lincoln college of Journalism and Mass Communications. Talked to about 20 broadcasting/journalism students individually about WOWT, current job postings, internships, as well as offering career advice.</p>