

EEO Public File Report

EXHIBIT A1

St. Louis Regional Public Media, Inc (d/b/a KETC-TV)
 Reporting Period October 1, 2010 thru September 30, 2011
 Section 1: Full-Time Positions Filled

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Full Time Position	Position Title	Recruitment Source(s) utilized to seek candidates for each vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	Graphic Designer	- Internal posting - St. Louis Post Dispatch - KETC website - St. Louis American - St. Louis Sentinel - St. Louis Branch - Washington University Web Site - Harris- Stowe State College - Missouri Div. of Employment Security - The Urban League - St. Louis University Website	0 9 0 0 0 0 0 0 0 0 0	0 1 0 0 0 0 0 0 0 0 0
2	Corporate Support Coordinator	- Internal posting - St. Louis Post-Dispatch - KETC website - Missouri Div. of Employment Security - St. Louis at Work Website - The Urban League - Harris- Stowe State College - The Rome Group	0 3 2 0 0 0 0 1	0 0 0 0 0 0 0 1
3	Director of Development	- Internal posting - St. Louis Post-Dispatch - KETC website - Missouri Div. of Employment Security - St. Louis American - St. Louis Sentinel - The Urban League - St. Louis Branch - The Rome Group	0 3 2 0 0 0 0 0 1	0 0 1 0 0 0 0 0 0
4	Project Manager - (American Graduate)	- Internal posting - KETC website - NAB - The Rome Group - St. Louis Business Journal - Current Newspaper, website	0 5 0 0 0 0	0 1 0 0 0 0
Total			26	4

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Section 2: Recruitment Sources Contacted for Full-Time Vacancies

Number	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	St. Louis Post-Dispatch 900 North Tucker St. Louis, Mo 63101 Website-St. Louis at Work	Laura Teague (314) 340-8601 e-mail-(Lteague@post-dispatch)	15	N
2	The Rome Group	Alice Squires e-mail Alice@theromegroup.com	2	N
3	St. Louis American 4242 Lindell Blvd. St. Louis, MO 63108	Kevin Jones T - (314) 533-8000 F - (314) 533-0038	0	N
4	St. Louis Sentinel 2900 Market St. St. Louis, MO 63106	T - (314) 531-2101 F - (314) 531-4442	0	N
5	St. Louis Business Journal	Stephen Hughes shughes@bizjournals.com	0	N
6	Internal Posting - KETC 3655 Olive Street St. Louis, MO 63108	Barb Zielinski (314) 512-9146	0	N
7	KETC Website www.ketc.org St. Louis, MO	Barb Zielinski (314) 512-9146	9	N
8	The Urban League 3701 Grandel Square St. Louis, MO 63108	Director of Employment	0	N
9	NAACP 625 N. Euclid St. Louis, MO 63108	St. Louis Branch 314-361-8600	0	N
10	NAB Broadcast Career Link	Khunter@nab.org	0	N
11	Other - referrals, etc. (Employee, clients, etc.)	Barb Zielinski (314)-512-9000	0	N
12	Current Magazine	Kathleen Unwin (877) 745-8776	0	N
		Total Interviewed	26	

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Section 3: Longer-Term Recruitment Initiatives Implemented

Nbr.	Date	Initiative	Description	Scope of Involvement	Persons Involved
1	ongoing	Internship Program	Assist students and members of the community to acquire skills needed for broadcast employment.	Host interns from area schools who are pursuing and/or interested in a career in broadcasting (including advertising and journalism.)	T. Gates, Editor; A. Shaw, VP Education; P. Murphy, VP Production E. Haight, Spec. Proj. Mgr.
2	ongoing	Scholarship Program	KETC Channel 9 - St. Louis Scholarship - Webster University	Fund annual scholarship to a local college or university to award to a student pursuing degree in Mass Communications and/or a broadcasting-related field of study.	KETC Station - Senior Leadership
3	10/28/10	Job/Career Fair	- Job/Career Fair Webster University -SPC Expo	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
4	2/22/11	Job/Career Fair	- Job/Career Fair Webster University Career and internship fair.	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
5	2/23/11	Job/Career Fair	- Job/Career Fair St. Louis Community College	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
6	3/10/11	Job/Career Fair	- Job/Career Fair St. Louis Community College	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
7	9/14/11	Job/Career Fair	- Job/Career Fair Washington University	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
8	9/23/11	Job/Career Fair	- Job/Career Fair University of Missouri - St. Louis (UMSL)	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
9	9/28/11	Job/Career Fair	- Job/Career Fair St. Louis University	One of several local employers that hosted a booth at the job/career fair. Station representatives informed students of job openings, careers in the broadcasting field and volunteer opportunities.	B. Carter, Mgr.-Volunteers
10	ongoing	Job Bank Participation	Job Bank	List/post upper-level job openings with the NAB job bank posting system. Also, job openings are provided to organizations who's reach includes women and minorities.	KETC Station - HR/Management