

## EEO Public File Report

St. Louis Regional Educational & Public Television Commission (d/b/a KETC - TV)  
Reporting Period - October 1, 2007 through September 30, 2008  
Section 1: Full-Time Positions Filled

EXHIBIT A1

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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	Director of Membership	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- PBS Connect</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>3</li> <li>3</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>
2	Grant Writer	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	<ul style="list-style-type: none"> <li>1</li> <li>1</li> <li>2</li> <li>0</li> <li>0</li> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>
3	Event Coordinator	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- The Rome Group</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- The Urban League</li> <li>- Other</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>4</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>
4	Director of National/ International Production	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- The Rome Group</li> <li>- NAACP</li> <li>- The Urban League</li> <li>- Other</li> </ul>	<ul style="list-style-type: none"> <li>2</li> <li>3</li> <li>4</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>
5	Assistant to the President	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- Outside Hiring Source</li> <li>- NAACP</li> <li>- St. Louis American</li> <li>- The Rome Group</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>1</li> <li>1</li> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>0</li> <li>0</li> <li>0</li> <li>0</li> <li>1</li> <li>0</li> <li>0</li> <li>0</li> </ul>
		(List continued on Page 2)		

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EXHIBIT A1

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### Section 1: Full-Time Positions Filled

Full-Time Position	Position Title	Recruitment Source(s) utilized to seek candidates for each vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
6	Producer for AB	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- St. Louis American</li> <li>- The Urban League</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	1 3 2 0 0 0 0 0 0	1 0 0 0 0 0 0 0
7	Membership Operations Assistant	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- Advertising Club of St. Louis</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	1 4 1 0 0 1 1 0	0 1 0 0 0 0 0 0
8	Director of Major & Planned Giving	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- The Urban League</li> <li>- the Rome Group</li> <li>- Other</li> </ul>	0 3 2 0 0 0 0 0	0 0 1 0 0 0 0 0
9	Corporate Support Coordinator	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- NAACP</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	1 3 3 0 0 0 0	0 0 1 0 0 0 0
10	Corporate Accounts Manager	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- St. Louis Business Journal</li> <li>- NAACP</li> <li>- The Urban League</li> <li>- Other</li> </ul>	0 2 3 0 0 0 0 0	0 0 1 0 0 0 0 0
11	Major Gifts Coord.	<ul style="list-style-type: none"> <li>- Internal posting</li> <li>- St. Louis Post-Dispatch</li> <li>- KETC website</li> <li>- Missouri Div. of Employment Security</li> <li>- The Rome Group</li> <li>- Other</li> </ul>	0 2 2 0 0 0	0 0 1 0 0 0

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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	Cheryl Richardson (314) 340-8626	17	N
2	The Rome Group	Alice e-mail Alice@theromegroup.com	1	N
3	Advertisers Club of America	Phone: 314-231-4185	0	N
4	St, Louis Business Journal	<a href="mailto:btornill@bizjournals.com">btornill@bizjournals.com</a>	0	N
5	Internal Posting - KETC 3655 Olive Street St. Louis, MO 63108	Barb Zielinski (314)-512-9000	3	N
6	KETC Website <a href="http://www.ketc.org">www.ketc.org</a> St. Louis, MO	Barb Zielinski (314)-512-9000	13	N
7	The Urban League 3701 Grandel Square St. Louis, MO 63108	Director of Employment	0	N
8	NAACP 625 N. Euclid St. Louis, MO 63108	St. Louis Branch 314-361-8600	0	N
9	NAB	<a href="mailto:Khunter@nab.org">Khunter@nab.org</a>	0	N
10	Other - referrals, etc. (Employee, clients, etc.)	Barb Zielinski (314)-512-9000	1	N
Total Interviewed			35	

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**Section 3: Longer-Term Recruitment Initiatives Implemented**

Nbr.	Date	Initiative	Description	Scope of Involvement	Persons Involved
1	10/1/2004 - 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 & Executive Producer
2	10/1/2004 - ongoing	Scholarship Program	KETC Channel 9 - St. Louis Community College Foundation Scholarship Fund.	Fund annual scholarship to St. Louis Community College to award to student pursuing AAS degree in Mass Communications with a broadcasting option.	KETC Station - Senior Leadership
3	9/19/2008	Job Fair	- Job Fair Washington University	One of several local employers that participated in hosting a booth at the WU job fair. Station representatives informed students of job openings and careers in broadcasting.	B. Zielinski, HR Manager
4	3/14/2008	Job Fair	- Job Fair University of Mo.-St. Louis	One of several local employers that participated in hosting a booth at the UMSL job fair. Station representatives informed students of job openings and careers in broadcasting.	B. Zielinski, HR Manager
7	ongoing	Job Bank Participation	Job Bank	openings and careers in broadcasting. the NAB job bank posting system. Also, job openings are provided to organizations who's reach includes women and minorities.	KETC Station - HR/Management