

EEO Public File Report

St. Louis Regional Public Media, Inc. (d/b/a KETC - TV)

Reporting Period October 1, 2008 through September 30, 2009

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	Multi Media Designer	<ul style="list-style-type: none"> - Internal posting - St. Louis Post-Dispatch - KETC website - NAACP - The Rome Group 	0 4 1 0 0	0 0 1 0 0
		Total Interviewed	5	1
		Total Interviewed		
		Total Interviewed		
		Total Interviewed		
		Total Interviewed	5	1

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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	Mandy Loyet (314)340-8601	4	N
2	The Rome Group	Alice e-mail Alice@theromegroup.com	0	N
3	Advertisers Club of St. Louis	Phone: 314-231-4185	0	N
4	Internal Posting - KETC 3655 Olive Street St. Louis, MO 63108	Barb Zielinski (314)-512-9000	0	N
5	KETC Website www.ketc.org St. Louis, MO	Barb Zielinski (314)-512-9000	1	N
6	The Urban League 3701 Grandel Square St. Louis, MO 63108	Director of Employment	0	N
7	NAACP 625 N. Euclid St. Louis, MO 63108	St. Louis Branch 314-361-8600	0	N
8	Other - referrals, etc. (Employee, clients, etc.)	Barb Zielinski (314)-512-9000	0	N
Total Interviewed			5	

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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	2/6/2009	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	10/24/2008	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
5	ongoing	Station Tours	Tours of station facilities and observation of broadcast careers.	Station employees give tours to varied Community groups such as Scouts, school children, adult affinity groups and professional groups. Part of tour includes discussion and observation of broadcast jobs and careers.	T. Gates, Editor; D. Berenc, S. Meyer P. Murphy, VP Production K. Shaw - Assoc. Producer
6	ongoing	Career Camp 2009	Mock interviews	In partnership with Washington University Career Center - KETC personnel conduct and train students in interview techniques to prepare for new media jobs in broadcasting.	D. Berenc, Outreach Mgr. L. Schwarze - Intern