

**2008 KNOP-TV PUBLIC FILE REPORT**

**Period Covered: January 22, 2008-January 21, 2009**

**STATION KNOP-TV**

FACILITY ID: 49273

Licensee: Hoak Media of Nebraska, LLC

Address: 500 Crescent Court, Suite 220, Dallas, TX 75209

Community of License: North Platte, Nebraska

1. The following are all full-time job vacancies filled between January 22, 2008-January 21, 2009, identified by job title and indicating the recruitment source that referred the successful candidate.

<b><u>POSITION</u></b>	<b><u>RECRUITMENT SOURCE</u></b>
News Reporter/Photographer	tvjobs.com
News Reporter/Photographer	Ohio School for Broadcasting/Denver
Master Control Engineer	KNOP employee referral
Master Control Engineer	NE Workforce Development
Local Sales Manager	NE Workforce Development
Sales Representative	KNOP employee referral

2. Total number of persons interviewed for the full-time vacancies between January 22, 2008-January 21, 2009: 16

3. The following are all sources used to recruit the full-time vacancies filled between January 22, 2008-January 21, 2009.

<b>Recruitment Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Total Number of Interviewees Referred by Recruitment Source</b>
Ohio Center for Broadcasting	Mark Lillie	1310 Wadsworth Blvd #100 Lakewood, CO 80214	303-937-7070	1
TV Ad	Mike McNeil	PO Box 749 North Platte, NE 69103	308-532-2222	2
NE Workforce Development	Joan Perry	114 S Chestnut North Platte, NE 69101	308-535-8320	7
tvjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052	800-374-0119	2

University of Northern Colorado	Matt Leland	501 20 Street Greeley, CO 80639	970-351-2127	1
KNOP	Kylee Hendren	PO Box 749 North Platte, NE 69103	308-532-2222	2
KNOP	Carolyn Phelps	PO Box 749 North Platte, NE 69103	308-532-2222	1

4. The following are the long-term menu options implemented between January 22, 2008-January 21, 2009 including a brief description of each:

- A. GENERAL EMPLOYMENT OUTREACH/JOB BANKS: The Station's general employment outreach is done on an on-going basis. When positions become available, the Station widely disseminates information about Station job openings through online job banks, printed media and continual communication with the local, state and other colleges. The primary sources for hiring include industry websites and job banks such as <http://www.tvjobs.com> and <http://medialine.com>. Both tvjobs.com and medialine.com are nationwide, broadcast industry-specific websites that attract a broad range of applicants. The Station also routinely posts open positions on general websites and job banks. In addition, the Station provides tours to students of all ages as well as to local high school students. The station tours are designed to provide students with a first-hand look at the on-air broadcast industry and to encourage awareness of broadcast job opportunities both in the industry and at the Station.
- B. JOB FAIRS: The Station participated in local job fairs at Frontier House, Young Girls Seminar, 4-H Snoop Crew Tour/Presentaion & Career Talk, NP Community Daycare Group and a Girl Scout Presentator. The purpose of the job fairs is to raise awareness of employment in the on-air broadcast field and to specifically advertise for potential position with the Station.
- C. COLLEGIATE BROADCAST PARTICIPATION: The Station maintains ongoing contact with professors at the University of Nebraska at Lincoln, and the University of Nebraska at Kearney, and Mid Plains Community College, regarding recruitment opportunities for their institutions' students. When asked, station personnel lecture at their schools, and talk about oppourtunities in the broadcast field.

5. Website available at [www.knopnews2.com](http://www.knopnews2.com).



